



Alison Greenberg · 2nd
Co-Founder / CEO at Ruth Health



Talks about #design, #femtech, #branding, #womenshealth, and #brandstrategy

New York, New York, United States · [Contact info](#)

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Article

Our 2021 Health Equity Winners



Each of our winners proposed exciting projects to advance health equity in pediatrics

Find Riches in Niches to Make Health Equity Possible

by Dioptra (and Ruth Health) Co-founders, Alison Greenberg + Audrey Wu "Hardware is hard." That's what investors, industrial designers, and OB/GYNs told us while in R&D...

Link



Women in tech: 30 tips from 30 women to help you excel
The AI Journal

Featured for International Women's Day 2021: 30 tips from 30 women in tech on how to excel in the industry.

Activity

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Alison Greenberg posted this · 4d



Cheers to the brilliant awardees (ahem, Kandi Burruss + Shavini Fernando), my lovely fellow NY Planning Board members, and staff at the annual **StartOut** Awards last night.

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63

4 comments

Alison Greenberg reshared a post · 1w

You'd be so lucky to join this brilliant LDN team in venture capital!

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Investment Analyst

Job by Giant Ventures
London Area, United Kingdom (On-site)

4

Alison Greenberg reshared a post · 1mo



Alison Greenberg reshared a post · 1mo



The "rhythm method" of birth control is soaring on TikTok. Experts warn it's the most dangerou...

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About

Ruth Health is a healthcare company bringing house calls + telehealth to pregnant people. We make prenatal, and then postpartum, womxn's healthcare more comfortable, convenient, and easy—all of which improve health outcomes.

...see more

Experience



Co-Founder + CEO

Ruth Health · Full-time

Oct 2020 - Present · 2 yrs 1 mo
Los Angeles + New York

Ruth Health is a YCombinator S21, UnitedHealthcare powered by Techstars and Grid110 company.

...see more



Ruth Health

Ruth Health - House calls for gentle prenatal healthcare



Co-Founder

Dioptra Co

Aug 2019 - Present · 3 yrs 3 mos
United States



Femtech | Dioptra

Dioptra - rethinking the vaginal speculum



Brand + Verbal Strategy - Naming

Independent Consultant

May 2018 - Jun 2021 · 3 yrs 2 mos
Greater New York City Area

For brands + agencies—McCann, VSA Partners, Siegelvision, Elmwood, OpenIDEO, Edwards Lifesciences, Stryker, Summit Health/City MD, Pfizer, General Motors, McDonald's, Hungryrox ...see more



Co-Founder + CEO — A Conversational AI Studio

aflow

2018 - 2020 · 2 yrs
Bronx, NY

A conversational AI studio designing + building AI-powered, NLP-backed chat + voice assistant experiences for business impact in authentic brand voice.

...see more



aflow ~

Where conversation design meets brand identity.



Director of Strategy

maslansky + partners

Apr 2017 - May 2018 · 1 yr 2 mos
New York, New York

Show all 10 experiences →

Education



Yale University

BA, Anthropology

Activities and societies: WYBCx Yale Radio, Mind Matters, Yale Symphony Orchestra, Fully-Funded Senior Thesis Research Fellowship

Senior thesis research done on fellowship in Montevideo, Uruguay to write an ethnography of the world's longest carnival celebration and its musical-theatrical practice, la murga—the live, Uruguayan ...see more



Y Combinator

Jun 2021 - Sep 2021

Volunteering



NYC Chapter Founder

Women in Voice

Aug 2019 - Present · 3 yrs 4 mos

Science and Technology

Founder of the first East Coast chapter of Women in Voice, a 3,000+ womxn/allies in voice tech + conversational AI professional alliance with chapters in Seattle, SF, London, and Madrid.



College Essay Coach

The Opportunity Network

Sep 2016 - Dec 2019 · 3 yrs 4 mos

Education



Town Hall Moderator + NYC Ambassador

Ladies Get Paid

Mar 2017 - Jan 2019 · 1 yr 11 mos

Civil Rights and Social Action

Show all 5 volunteer experiences →

Skills

Strategy



Endorsed by Paul Higgins and 1 other who is highly skilled at this



Endorsed by 6 colleagues at Siegel+Gale



27 endorsements

Company Naming



Endorsed by 4 colleagues at Siegel+Gale



15 endorsements

Advertising



Endorsed by TIM YOUNG and 1 other who is highly skilled at this



Endorsed by 2 colleagues at Siegel+Gale



22 endorsements

Show all 44 skills →

Recommendations

Received

Given



Callan Beres · 3rd

Jr UX Architect at FCB Health

May 27, 2021, Alison was Callan's client

How many entrepreneurs do you know who are at once inspiring leaders and yet humble enough to genuinely listen to others' recommendations? To me, that's Alison in a nutshell. She combines the drive that moves a team forward, the expertise that builds trust and confidence, and still has openness to collaborate. It's this combination that will guarantee the best, most insightful result of any tea ...see more



Quinn Cunningham, Ph.D. · 3rd

Associate Professor at Rider University's Norm Brodsky College of Business

June 23, 2019, Quinn was Alison's client

It was such a pleasure to work with Alison to name my new small business. Throughout the process, she was always prompt with email replies and arrived at our Google Hangout meetings on time. She provided excellent guiding questions that helped me think more deeply about my company and my brand, which in turn helped me hone in on words I might like to include in my company name. She is very kno' ...see more



Max Gardner · 3rd

Director, Producer, Filmmaker

August 24, 2016, Max worked with Alison but on different teams

Alison is the definitive creative package: a collaborator, a colleague, a friend and a decision-maker. In my time working with Alison at Siegel+Gale, she proved herself as a force that benefitted her team and her colleagues across departments, actively contributing well past her title, as well as supporting ideas, debates, and conversations that furthered the creative capital of whatever assignment she is ...see more

Show all 4 received →

Show all 4 publications →

Publications

Here are all the companies from Day 2 of Y Combinator's Summer 2021 Demo Day

TechCrunch · Sep 1, 2021

Show publication ↗

Ruth Health: Pregnant women receive a lot of care but once the baby is born, there are months of health issues they still have to deal with — and little support provided by existing medical providers. Ruth Health is a ...see more

Smart Speakers, AI, and Gender Inequity

NPR · Aug 1, 2019

Show publication ↗

Conversational AI—But IRL

Near Future Retail (Medium) · Jun 1, 2019

Show publication ↗

Other authors



Show all 4 publications →

Honors & awards

2018 Project of the Year: Dirty Talk NYC

Issued by Readymag · Dec 2018



Associated with aflow

Creative and verbal strategy for a fresh anti-littering campaign in NYC.
<https://2018.readymag.com/> ...see more

Omnicom Emerging Stars 2016: Pitch Competition Winner

Issued by Omnicom · Sep 2016



Associated with Siegel+Gale

Selected for Omnicom's 2016 Emerging Stars program, which brings together high-potential talent with 1-2 years industry experience from across the Omnicom global network of companies. ...see more

Languages

Spanish

Organizations

Society for Applied Anthropology (SfAA)

Member · Jan 2015 - Present

Brand ethnography, social science research, and understanding culture/behavior to answer the industry's biggest questions about consumers.

NEW INC

Incubator Member · Aug 2019 - Aug 2020

NEW INC via the New Museum is an incubator for people working at the intersection of art, design, and technology. ...see more

Interests

Influencers

Companies

Groups

Schools



Christina Farr · 2nd

Health-tech investor at OMERS Ventures
156,558 followers

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Lisa Sherman · 3rd

President and CEO, The Ad Council | Board Member
39,246 followers

+ Follow

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