



Jon Michaeli

GTM & Commercial Executive

Profile Summary

Global BD and marketing professional with 25+ years of (SaaS) software and health tech expertise in B2C, B2B and B2B2C markets. Passion for democratizing access to innovations that improve healthcare outcomes and quality of life.

For non-healthcare work experience prior to 2011, see my [LinkedIn page](#).

Specialty Areas

- Bridging R&D and target customers to establish product-market fit
- GTM strategy and execution across the life cycle
- Product launches and rebrands
- Strategic partnerships with Fortune 100s
- Up to 9-digit P&L management & hypergrowth
- Oversight of RWE studies; co-author of several research studies

Consulting & Advisory Roles

- Sond (Jun 2025 - Present)
- InsideTracker (Mar 2025 - Present)
- Dropoff (Jan 2024 - Dec 2025)
- Redesign Health (Mar 2023 - Present)
- Anicca Health (Apr 2023 - Present)
- MassChallenge HealthTech (Mar 2020 - Present)
- MassChallenge Israel (Apr 2020 - Present)
- Hello Heart (Feb 2013 - Dec 2014)

Hobbies

- Angel investor in ~70 companies with IRR > 40%
- Singles tennis, strength training
- Adventure travel

Social Profiles



Contact Info

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Recent Work Experience



SVP, BUSINESS DEVELOPMENT (contract)

SLEEP NUMBER | APR 2025 - NOV 2025

(Minneapolis, MN)

- Developed partnership strategy.
- Lead all partnerships to create sleep & wellness ecosystem for company's customers.
- Co-authored report with HLTH on *Unlocking Sleep's Potential in Modern Healthcare*.



CHIEF COMMERCIAL OFFICER (fractional)

RT MICRODX | JAN 2024 - APR 2025

(Newton, MA)

- Partner with CEO on fundraising.
- Lead all GTM and business model efforts.



VP, BUSINESS DEVELOPMENT & MARKETING

VISTA.AI | MAY 2022 - MAY 2023

(Palo Alto, CA)

- Laid marketing foundation and built tech stack for Series B and post-funding growth.
- Rebranded and relaunched HeartVista as Vista.ai for announcement at industry conferences.
- Developed go-to-market and operational plan for scale up in 2023 and beyond.



GLOBAL HEAD OF BUSINESS DEVELOPMENT

MATTERNET | OCT 2020 - MAY 2022

(Mountain View, CA)

- Closed 5-year 9-figure contract for citywide drone network in UAE, managing deal end-to-end.
- Developed and executed GTM for GCC market, positioning company as the leader in the region.
- Oversaw healthcare and logistics partnerships with UPS, Swiss Post, Abu Dhabi MoH and others.



BUSINESS DEVELOPMENT, HOME DELIVERY & PHARMA

ZIPLINE | SEP 2019 - SEP 2020

(South San Francisco, CA)

- Developed GTM for home delivery, pharmacy and infusion markets.
- Managed full life cycle for two deals, totaling \$5.5mm in bookings in less than 8 months.
- Built value models quantifying benefits across a range of healthcare stakeholders.



EVP, MARKETING & COMMERCIAL

MEDISAFE | NOV 2014 - SEP 2019

(Boston, MA)

- Re-branded Medisafe and positioned the company for the U.S. healthcare market.
- Increased patient user base 5x from 800K to 4M+ in 3 years.
- Created SaaS offering for pharma and closed single-digit millions in product bookings in Year 1.
- Launched an outcomes-based "hard ROI" pricing option to market, doubling ASP.
- Architected and oversaw research studies; presented results at scientific conferences.
- Conceived and launched remote monitoring platform (RPM) in collaboration with leading HUB and top specialty pharma brand, resulting in \$105M ROI and 120K fewer care manager hours.
- First to integrate with Apple Health Record API, enabling medication import from 1K hospitals.
- Played an integral role in Series A and B funding, combining for \$30mm in capital.
- Opened U.S. (Boston) and Europe (London) offices.



SVP, GLOBAL COMMUNITY & MARKETING

SERMO (acquired by WorldOne) | MAR 2011 - OCT 2014

(Boston, MA)

- Increased key engagement metrics by 25 - 100% on zero budget (prepping for acquisition).
- Increased physician membership and unique active users by >100% in 18 months.
- Increased SQLs by 500% in under 2 months through content partnerships.
- Conducted post-merger integration resulting in unified U.S. membership on the platform.
- Created global launch strategy and prepared Sermo for international expansion.
- Launched Sermo Mobile and iConsult Real-Time Medicine™. Exceeded forecast across all KPIs.

Education

ANDERSON SCHOOL OF MANAGEMENT at UCLA
MBA

(Los Angeles, CA)

TUFTS UNIVERSITY

BA Economics, Summa Cum Laude, Phi Beta Kappa

(Boston, MA)