SIGNOS

ABOUT US

Launched in 2018, Signos, Inc. is on a mission to eliminate obesity by igniting the metabolic health movement. The company's mobile AI-driven app, powered by a continuous glucose monitor (CGM), offers personalized insights into how food, movement, sleep, stress, and more affect each unique body enabling people to seize their health.

With over 73% of Americans overweight or obese, Signos offers a science-backed path to sustainable weight management through the lens of individual metabolism. Founded by experts in data science, AI, and behavioral design, the company is committed to building technology that drives better health outcomes.

KEY HIGHLIGHTS

- Headquartered in **Palo Alto, CA**
- Founded in **2018**
- Led by **Sharam Fouladgar-Mercer,** CEO
- Available on **iOS** and **Android**

COMPANY OVERVIEW

THE SIGNOS STORY

Signos was born from a bold idea: what if people could see the real-time impact of food, exercise, stress, and sleep and turn that data into personalized, actionable guidance?

What if we could replace guesswork with precision, and reactive health care with proactive, data-informed decisions?

THE SIGNOS STORY

At the heart of Signos is a revolutionary platform that combines continuous glucose monitoring (CGM) technology with an AI-enhanced app. This integrated system provides individuals with continuous, real-time data about their unique glucose responses, offering customized recommendations designed to drive healthy, sustainable weight loss and improve metabolic health. It's more than a tool — it's a new way of understanding and managing the body's signals in real time.

THE SIGNOS STORY

With more than 70% of American adults overweight or obese, the stakes couldn't be higher. Signos offers a disruptive, science-backed solution in a marketplace dominated by one-size-fits-all diets and short-term fixes. Instead, we empower users to act on their own data, optimizing daily habits to kickstart healthier lives.

Founded by a team of health tech innovators and data scientists with deep expertise in applying AI and behavioral technology to improve health, Signos is rewriting the narrative around metabolic health.

OUR MISSION

At Signos, we envision a world where people are no longer passive passengers in their health journey; rather, they are powerful, informed decision-makers. Currently, we are overwhelmed by noise, misinformation, and profit-driven health advice. Signos exists to cut through the chaos. Our mission is to revolutionize the way individuals understand and respond to their bodies in real time, transforming metabolic health from reactive to proactive. We challenge the old rules, rewrite the narrative, and empower people to reclaim control of their health — one data point, one breakthrough, one life at a time.
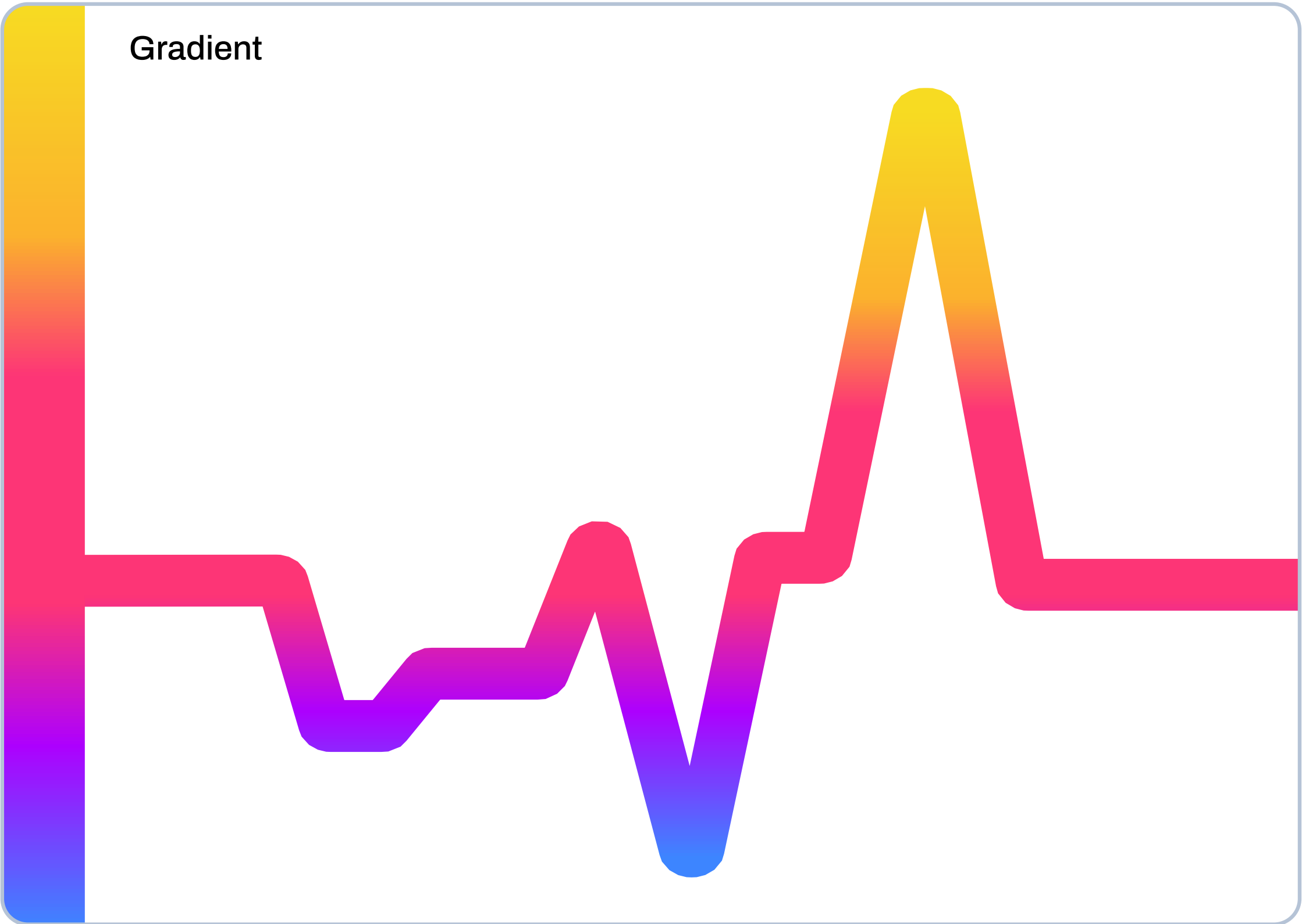
BRAND COLORS

Gold

HEX FBB12D
PMS 1235

Cerise

HEX FD3576
PMS 191

Violet

HEX AE00FE
PMS 2592

Sky

HEX 3B88FF
PMS 2727

Gradient

Stone

HEX 21263A
PMS 534

Stone Med

HEX 465B7A
PMS 2159

Stone Light

HEX B5C3D6

BRAND TYPE

ARCHIVO FAMILY

Jet Brains

Headlines or Display Copy

- Always uppercase
- Lead with Extra Condensed
- Leads with bold cuts
- All font styles are available
- 0% to (-3%) leading for most uses
- 80% - 100% leading or less for most uses
- Left or right aligned for most uses

Body Copy

- Regular, *italics*, and **bold** available
- 140% leading is preferred
- Use for multiple paragraphs

EXTRA CONDENSED
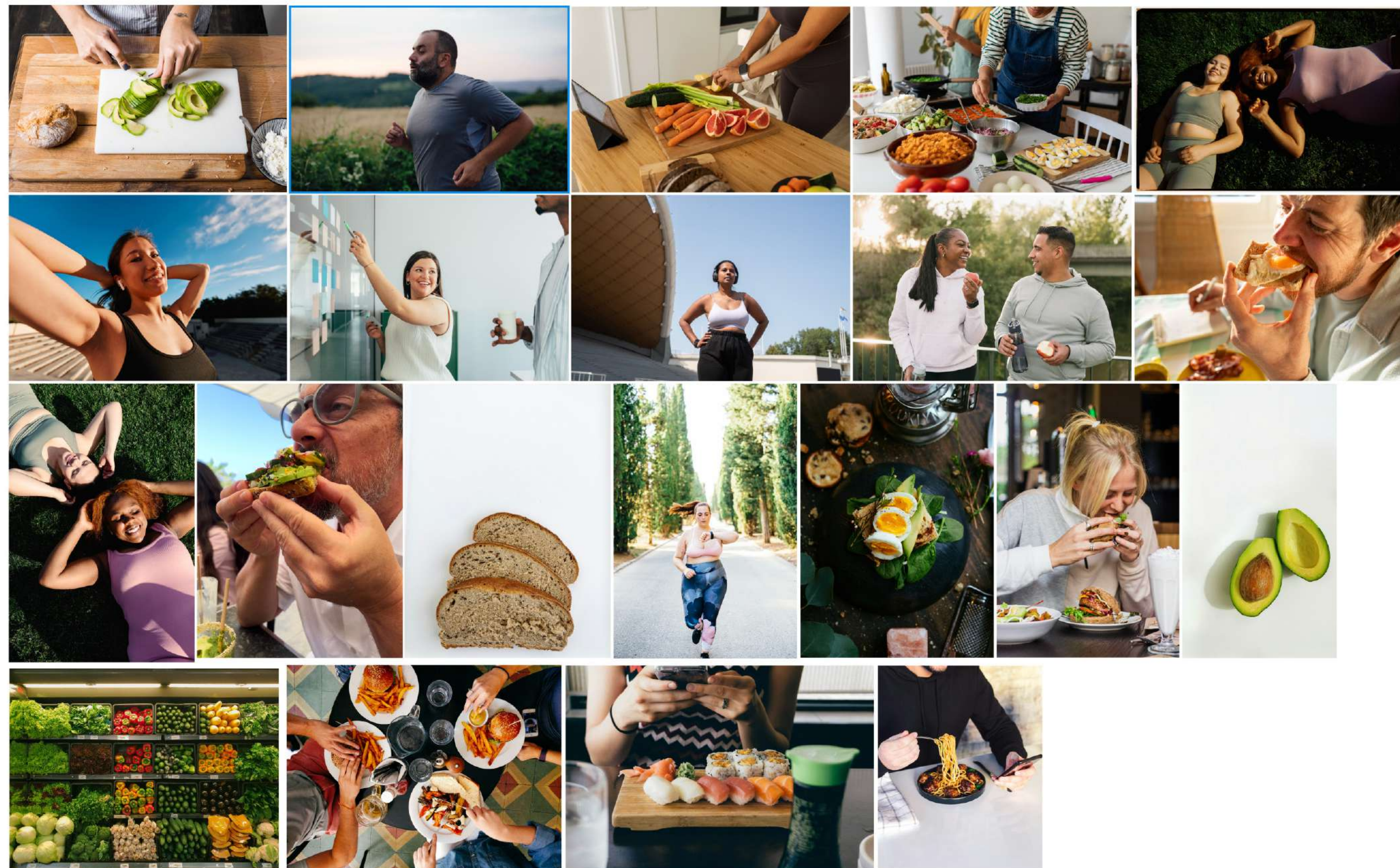**NARROW**
CONDENSED
EXPANDED
STANDARD

Body Copy

- Regular, *italics*, and **bold** available
- 160% leading is preferred
- Use in single paragraph format
- use as captions

Qualifier, Modifier, Diagram Copy

- CAPS, lowercase or sentence case
- Supplementary to Archivo, not larger

BRAND PHOTOGRAPHY

STATS AND FACTS

METABOLIC HEALTH STATS

Roughly 73% of American adults are overweight or obese, placing them at increased risk for diabetes, heart disease, and other chronic conditions.[1]

88 million U.S. adults — over 1 in 3 — have prediabetes, and more than 80% of them are unaware.[2]

Global diabetes diagnoses are projected to reach 1 billion people by 2050, driven by rising rates of obesity, sedentary lifestyles, and poor metabolic health.[3]

WEARABLES AND DIGITAL HEALTH

The global wearable health tech market is projected to surpass $186 billion by 2030, with glucose monitoring emerging as one of the fastest-growing segments.[4]

More than 1 in 4 Americans now regularly use a wearable health device to track metrics like heart rate, activity, and sleep — and increasingly, metabolic markers.[5]

The AI-powered health management market is expected to grow by about 36% per year from 2024 to 2030, as more consumers and employers look for personalized, real-time health tools.[6]

PRODUCT FACT SHEET

- **In-the-moment** glucose monitoring
- AI-powered, **personalized** health insights
- **Predictive alerts** for glucose spikes & dips
- **FDA-cleared, HIPAA-compliant,** secure app experience
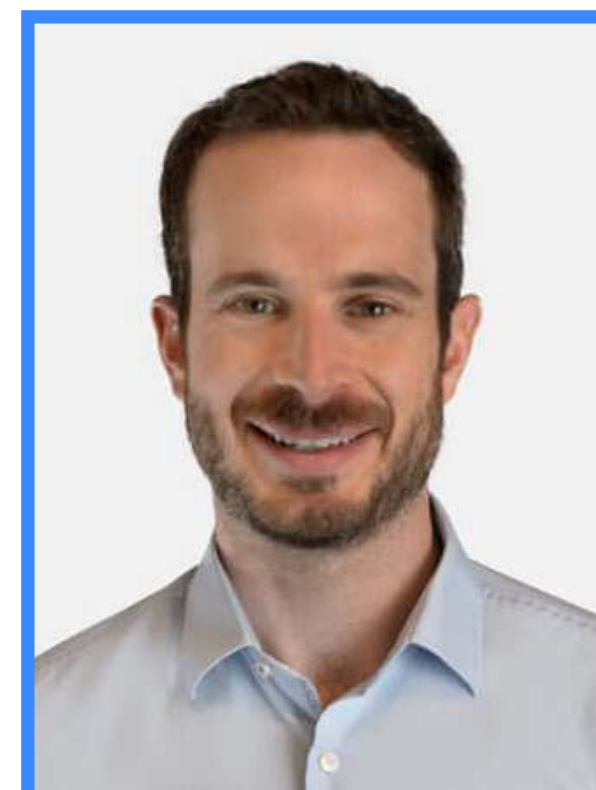- Compatible with **Stelo biosensor**

MEET THE LEADERSHIP TEAM

SHARAM FOULADGAR-MERCER
FOUNDER AND
CHIEF EXECUTIVE OFFICER

BILL TANCER
FOUNDER AND
CHIEF DATA SCIENCE OFFICER

PIERRE WEHBE
CO-FOUNDER AND
CHIEF ARCHITECT

WILLIAM DIXON, MD
CO-FOUNDER

ROGER NEEL
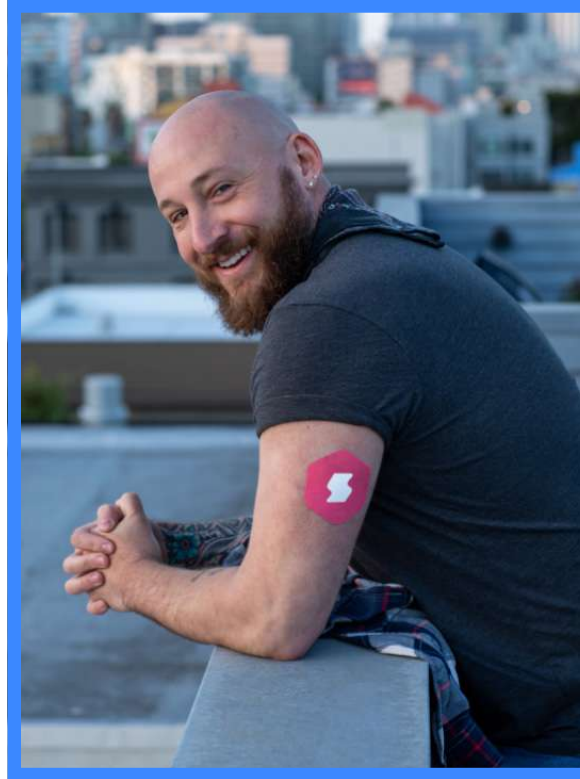CHIEF TECHNOLOGY OFFICER AND
CHIEF MARKETING OFFICER

DAN GUSZ
CHIEF OF STAFF

EMMA ALLISON
VP, PRODUCT

COLIN ROGERS
VP, HEALTHCARE

BENJI MICHALEK
VP, DESIGN

TIFFANI DAVIDSON
VP, MARKETING

LINDSAY PETERSON
VP, FINANCE AND OPERATIONS

SHARAM FOULADGAR-MERCER
FOUNDER & CHIEF EXECUTIVE OFFICER

Sharam has spent his career building and investing in technology that improves lives. He co-founded Onclusive, an AI-powered platform for measuring PR impact, where he also served as founding CEO, and held investing roles at Shasta Ventures and Sierra Ventures, serving on the boards of Makara (acquired by Red Hat) and TouchCommerce (acquired by Nuance).

At Signos, he brings deep experience at the intersection of data, behavior, and health and is driven by a mission to make metabolic insights accessible and actionable. He holds a BS in Computer Science from Princeton, an MBA from Harvard Business School, and played NCAA Division I ice hockey. Sharam lives in California with his wife and children.

BILL TANCER
FOUNDER & CHIEF DATA SCIENCE OFFICER

Bill co-founded Signos to apply data analysis to help solve the obesity epidemic and fulfill his personal passion to be healthier. Bill is an expert in consumer behavior. He is a New York Times best-selling author and former columnist for TIME Magazine.

Bill most recently served as GM and SVP for Data and Research at Experian. Bill has appeared as a featured guest on ABC's 20/20 and Good Morning America, as well as CNBC, CNN, Fox Business News, Bloomberg TV. He has been a frequent commentator on the application of big data to understand consumer trends.

He holds a Bachelor of Science in Quantitative Management from the University of Florida and a Juris Doctorate from the Walter F. George School of Law, Mercer University. You may have seen Bill in his cameo role on HBO's hit show Silicon Valley.

PIERRE WEHBE
CO-FOUNDER & CHIEF ARCHITECT

Pierre launched Signos to bring visibility to our body's signals and empower people with personalized insights into their health.

He leads engineering efforts at Signos. Previously, Pierre started a virtual reality healthcare company to treat anxiety. He also helped build the first augmented reality management platform for enterprise at Atheer.

Pierre graduated with a B.Eng. in Computer Software with highest honors from the American University of Beirut, then attended Stanford University with a focus on Machine Learning. Pierre is originally from Lebanon, and he enjoys speaking in English, French, Arabic, Swift, Python, C++, and Java.

WILLIAM DIXON, MD
CO-FOUNDER

Dr. William Dixon started Signos to help people attain their personal health goals with the understanding that preventing disease is better than treating it.

He is a Clinical Assistant Professor at Stanford School of Medicine and practicing Emergency Medicine Physician. Previously, he worked as a project manager for a community health clinic in East Palo Alto, focusing on improving health for patients with obesity and diabetes.

He earned his MD from the University of North Carolina School of Medicine, an AB in Molecular Biology from Princeton University, and a Masters in Medical Education from the University of Pennsylvania Perelman School of Education.

ROGER NEEL
CHIEF TECHNOLOGY OFFICER and CHIEF MARKETING OFFICER

Roger is a seasoned technology leader with 20 years of software industry experience after graduating from Cornell University with a BA in Computer Science and Economics.

He co-founded Mavenlink/Kantata in 2008 and saw it through to an exit in 2021, crossing the $100mm ARR barrier. In his career, Roger has held a variety of roles, including engineering, product, professional services, sales, marketing, and partner development. This broad view has enabled him to both build and commercialize successful products.

Roger joined Signos as CTO in 2022 to follow his long standing passion for health, wellness, and medical technology. As of 2024, he also oversees Signos' marketing and commercial development as CMO. He is an avid skier and loves the outdoors.

DAN GUSZ
CHIEF OF STAFF

Dan Gusz is Chief of Staff at Signos, where he drives strategic initiatives across product, operations, and clinical research.

He brings a decade of experience scaling healthcare and consumer tech companies. Before Signos, Dan co-founded Lloyd, a career-navigation platform that combined one-on-one coaching with digital tools. As CEO, he led the company from idea to acquisition by BV Investment Partners.

Earlier, he was Head of Product & Strategy at AdhereTech, and a consultant at Deloitte, focusing on growth strategy across healthcare and tech. Dan holds a degree in Industrial and Labor Relations from Cornell University and lives in New York City with his family.

EMMA ALLISON
VP, PRODUCT

Emma is a 3x Head of Product whose experience spans a variety of verticals — what draws her to each role is working to solve tangible problems that impact people's everyday lives.

Prior to Signos, Emma was the VP of Product at Jyve, a jobs marketplace helping retailers with in-store labor. She was Jyve's first non-founder hire and helped take the product from ideation to execution.

Before that, she held product leadership roles at startups in the IoT, fintech, and social impact space.

Her style emphasizes solving the right problems using data-driven insights.

Emma holds a BA in Economics from Wesleyan University and an MBA in Entrepreneurship from Presidio Graduate School.

COLIN ROGERS
VP, HEALTHCARE

Colin has spent 25+ years breaking and rebuilding how consumers access healthcare. Beginning with the launch of the industry's first online enrollment platforms for both commercial and Medicare payers, this work evolved into Accenture's first Consumer Health Practice.

As a core executive at both Revolution Health & Extend Health, this work continued, building first of their kind National platforms bridging commercial & retiree populations (Ford, GM, and much of the Fortune 500) to optimized care across 120+ payers. Following Extend's acquisition by Willis Towers Watson, he broadened & scaled national platforms across both Large Group and Individual Markets.

As GM of Zenefits Benefits business, he focused on solving for the small business segment, leading Zenefits' Benefits go to Market through its acquisition & integration by TriNet. Today, he advises Healthcare Venture, and leads the Healthcare Practice at Signos.

BENJI MICHALEK
VP. DESIGN

With 16+ years of experience in health tech, e-commerce, and financial services, Benji has launched 20+ products and led product design, innovation strategy, and research at Embark Veterinary, Wayfair, Fifth Third Bank, and Cardinal Health. At Embark, he helped scale ARR 5x—from $20M to $100M.

A 5× award-winning game designer, Benji brings users joy in every screen through visionary storytelling, systems thinking, and immersive experiences.

He holds five certifications in innovation practices from IDEO, Menlo (MU), LUMA, Cooper Design (IBM), and Big Country Innovation (P&G), and holds dual degrees in Japanese and Strategic Communications from The Ohio State University.

TIFFANI DAVIDSON
VP, MARKETING

Tiffani is an award-winning marketing leader with 20+ years of experience and a passion for building bold, customer-first brands.

At Signos, she leads brand, growth, content, and lifecycle with focus on connecting science and storytelling to drive meaningful engagement.

Her experience spans health tech and DTC, with roles at SpareFoot, The Zebra, and Academy Sports + Outdoors, plus advisory work for brands like Seen by Snap Finance.

Her work blends behavioral insight, sharp creative, and a relentless focus on the customer.

Tiffani has advised high-growth startups and co-leads the 25K+ member Email Geeks Slack community. She's been recognized by Iterable and Uplers as a top voice in marketing.

LINDSAY PETERSON
VP, FINANCE & OPERATIONS

Lindsay brings deep experience in strategic finance, operations, and scaling high-growth consumer and healthcare brands.

Before Signos, she led Strategic Finance and Operations at KraveBeauty and held senior roles at Cat Person, a Harry's Inc. brand. She began her career in investment banking at Deutsche Bank, later working in private equity at Irving Place Capital and Harbour Point Capital.

Lindsay holds an MBA from Harvard Business School and a BS in Mechanical and Aerospace Engineering from Cornell University, where she graduated cum laude.

She lives in California with her husband and two rescue pets.

IN THE NEWS

RECENT COVERAGE

FAST COMPANY

CBS NEWS

NEW YORK POST

CNBC

TC

MEDIA INQUIRIES

For media inquiries, please contact **press@signos.com**