

Healthy Growth

*Corporate Development and Strategy
for Health & Wellness*

Practice Overview

Experienced, trusted, and connected.

Premier thought partner in Health & Wellness.

Expertise. Relationships. Principles.

Healthy Growth Advisory provides corporate development and strategic advisory services to the Health & Wellness industry. Since 2017, we have partnered with some of the most innovative and successful companies and investors across Health & Wellness. Our 13 years of experience in corporate strategy, private equity, and Health & Wellness leadership have produced deep relationships with executives, operators, investors, and service providers across the Health & Wellness ecosystem. When you choose Healthy Growth Advisory, you are working with an advisor who prioritizes intellectual rigor, collaborative engagement, epistemological humility, conscientious integrity, and thoughtful humanity.

Our Clients



Our Background



Founder & Managing Principal
Teddy Daiell

Leveraging over 13 years of experience and expertise in corporate strategy, private equity, and Health & Wellness, Teddy provides corporate development and strategic advisory services to Health & Wellness companies and investors.



Core Service: Corporate Development

Identify and connect with the acquisition and investment targets that actualize your strategy, goals, and values. We help our clients define their vision of success, conceive & prioritize their focus areas, identify exciting targets, and source desired opportunities.

Our clients' goals include:

- Clarify strategic vision, ensuring all stakeholders are aligned on what success looks like
- Discover novel opportunities, creating more exciting chances to realize their goals
- Improve decision-making, cultivating a tailored, analytical, and rigorous approach
- Reduce time investment, freeing them up for other opportunities & priorities
- Modulate sourcing velocity, allowing them to dial the pace up or down

“In short, Teddy is awesome. Working with individuals as talented as he has been rare both personally and professionally over the past 20 years. Teddy has a unique mix of intellectual and emotional intelligence that I've not experienced before. His approach is built on a foundation of humility, expertise, and transparency. His particular collection of values and capabilities is truly uncommon in the financial world. I relied on Teddy as a sounding board, thought partner, and coach. I look forward to our continued relationship beyond our current work together.”

Tim Jones, Chief Executive Officer

Examples of Corporate Development engagements include:

- Sourced 30 acquisition targets for a PE-backed health education leader, resulting in 9 data rooms and 1 accepted LOI over 10 months
- Identified 15 actionable targets in Personalized Medicine for a middle-market PE firm
- Sourced 35 early-stage investment opportunities across Health & Wellness for an Angel investor, deploying \$14M capital (vs. \$5M target) over 11 months

Core Service: Corporate Strategy

Achieve clarity and conviction for strategic decision-making and long-term value creation. We help our clients develop strategic plans, discover novel growth strategies, and identify and analyze potential opportunities across markets, competitors, customers, partners, and business models.

Our clients want answers to their most important strategic questions:

- **Portfolio Strategy:** Where in our existing portfolio should we proactively invest? What else should we actively pursue? What should we stop doing? Do we build, buy, or partner?
- **Product Strategy:** Which markets should we sell to? Who are our key customer segments? How should we prioritize our product roadmap & related strategic assets?
- **Go-to-Market Strategy:** What business models should we use? What are the best ways to reach our target customers? What prices should we charge? How do we overtake our competitors? How can we build competitive moats? Which partners give us leverage?

"Teddy has proven to be an invaluable partner. He is extremely organized, smart, and resourceful. He is passionate about health and wellness and very special to partner with someone who really understands and supports your mission."

Christine Barone, Chief Executive Officer

Examples of Corporate Strategy engagements include:

- Collaborated with CEO at a PE-backed healthy eating leader to identify and prioritize innovative go-to-market strategies, resulting in 4 novel business model experiments
- Identified and prioritized portfolio expansion opportunities for executive team at a VC-backed mental health leader, resulting in the strategic acquisition of a new business unit
- Partnered with internal innovation team at a public financial services leader to evaluate DNA & personal health data market trends and define related investment opportunities for their products and services

Partnering with Healthy Growth Advisory

Good Work, Done Well, for the Right Reasons

We are here to do meaningful, excellent, values-aligned work that creates tangible positive outcomes for you and your key stakeholders. When the decisions are hard, the circumstances are daunting, and it is challenging to feel certain and convey conviction, we want to be there for you. This is core to being of service and a life well lived.

Intellectual Rigor, Humility, and Transparency

There is no single “right” answer. Our external perspective, candid advice, and dispassionate guidance is only truly effective and correct if it aligns with your goals and values. In addition to the standard of excellence and rigor we apply to our research-driven and thoughtful analysis, we also apply a standard of epistemic humility and transparency, along with a spirit of collaboration, to ensure our work and its outcomes are fully aligned with your goals and values.

Work with People You Respect, Admire, Trust, and Enjoy

We are strong proponents of Charlie Munger’s guidance to only work with people you respect, admire, trust, and enjoy. Our client Bruce said it well: *“life is too short to work with jerks.”*

“Teddy has been a pleasure to work with. He inherited a complex project and worked diligently to understand the context and make sure his deliverable was spot on. I firmly believe that life is too short to work with jerks, and Teddy was a great guy.”

Bruce Shalett, Executive Chairman

Cultivate Reciprocal, Long-Term Relationships

Empowering Health & Wellness is our life’s work. In service of that mission, we aspire to build decades-long, win-win relationships with everyone we encounter across the ecosystem by genuinely caring about the human and business impacts of our interactions. This applies equally to clients, potential targets, and anyone else we interact with.