

Lydia Zeller Bio

Lydia Zeller is a serial entrepreneur with expertise in digital health and consumer-centric healthcare delivery models. She is CEO at Pelvital, a women's health med-tech company whose mission is to improve the lives of women suffering from pelvic floor disorders through effective, convenient products that empower women to treat conditions rather than cope with symptoms. Prior to her current role Lydia was CEO of Kiiio, a B2B2C provider of digital musculoskeletal solutions, where she led the company through a pivot and period of rapid growth culminating in an acquisition late 2021. She serves as Board President of the Wisconsin Startup Coalition, and is a member of TEMPO Madison and Women Business Leaders of the U.S. Health Care Industry Foundation. Lydia earned her Executive MBA from the University of Wisconsin-Madison.