**Amita Shukla, PhD., Founder and CEO, Vitamita**



Amita Shukla is an innovator and entrepreneur focused on creating transformative innovations for human health, well-being, and potential. She is the founder and CEO of [Vitamita](http://www.vitamita.com/) and the author of [Enduring Edge: Transforming How We Think, Create and Change](http://vitamita.com/book/). Previously, she spent close to nine years at New Enterprise Associates (NEA), one of the world’s largest and most active venture capital firms, where she evaluated cutting-edge medical innovations, invested in healthcare startups, and worked closely with world-class scientists, physicians, and entrepreneurs. Earlier, she was vice president of AmiKa Corp., a biomedical technology company where she helped develop and market novel research tools—for which she holds 10 issued patents—until its acquisition by Harvard Bioscience. Previously, she founded two startups and was a healthcare analyst at Merrill Lynch. She has written about innovation for publications such as the *MIT Technology Review*.

Amita regularly advises companies and organizations and [speaks](http://vitamita.com/events/) to audiences of innovators, entrepreneurs, students, and leaders in industry, academia, and government. In 2010, she was Maryland Governor Martin O’Malley’s youngest appointee to the board of the Technology Development Corporation (TEDCO), a leader in seed/early-stage investing. She was reappointed by Governor Larry Hogan in 2015. Amita has served as a Mentor-in-Residence at Johns Hopkins to help the institution’s scientists and physicians realize the potential of their groundbreaking discoveries and currently serves as the inaugural Pharmapreneur-in-Residence at the University of Maryland School of Pharmacy. She also serves on the boards of Bethesda Green and the Global Liver Institute. Amita holds a BA in biochemistry from Harvard, where she was a senior editor at the *Harvard Crimson*, and an MBA from Stanford, where she led a team that won the university-wide annual business plan competition for a novel cardiovascular device.

Amita is certified as a yoga teacher, and her passion for human health traces back to high school, where she received first place at the International Science and Engineering Fair for her research on an Indian medicinal plant for preventing gum disease.