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Rajiv Kumar, MD, is the Co-Founder and CEO of Goal AI, an AI-powered platform designed to drive social wellbeing and sustained behavior change in the workplace. He previously founded ShapeUp, scaling it from a dorm-room startup into a global SaaS company serving 800 enterprise customers across 138 countries, before leading its acquisition by Richard Branson's Virgin Pulse. At Virgin Pulse, he served as President and Chief Medical Officer, helping expand the platform to tens of millions of users worldwide through acquisitions and integrations. A physician and researcher with degrees in medicine and business economics from Brown University, Dr. Kumar has spent two decades partnering with Fortune-level employers to improve employee health, engagement, and productivity.