

Luis F. González
CEO and co-founder
Vidalink

Luis F. González is CEO and co-founder of Vidalink, Brazil's pioneering WellTech. Vidalink believes that people have a natural desire to lead happy healthy balanced lives and they perform best in environments that allow them to achieve such goals. The company created a new generation of integrated corporate wellness benefits designed to increase employee satisfaction and retention, leading to greater productivity and reduced healthcare costs. Nutrition, mental health, physical activity and pharmaceutical treatment adherence are just some of the areas in which Vidalink positively impacts people's lives. Vidalink currently serves over 200 corporate clients and counts CVS Health as one of its shareholders.

Prior to Vidalink, Luis was a founding member of The Boston Consulting Group's São Paulo office. His consulting experience spans markets such as Argentina, Brazil, Chile, Mexico, and the United States.

Luis has a M.B.A. with an emphasis on Entrepreneurial Management from The Wharton School and an M.A. in International Studies with a concentration in Latin America and Portuguese from The Lauder Institute at the University of Pennsylvania. He also holds a B.S. in Industrial Engineering from West Virginia University.