

Sollis Health Announces New Chief Executive Officer



[Sollis Health](#), the 24/7 members-only concierge medical service, has named Brad Olson as Chief Executive Officer effective September 19, 2022. Olson will join the Board of Directors, assume day-to-day leadership of the company, and oversee its expansion in existing markets as well as entry into new ones including San Francisco and the broader Bay Area.

“Over the last three years, Sollis has grown 700% across four markets, and I am confident that Brad will build on this momentum and help further our success as we continue to grow,” said Andrew Olanow, co-founder of Sollis Health. “Sollis provides expert medical care infused with hospitality at our members’ convenience, and Brad’s record in scaling businesses that are renowned for outstanding consumer experience across tech, wellness and hospitality make him uniquely suited to the CEO role. We are extremely excited to have him lead our team!”

In addition to scaling medical operations at Sollis, Olson will focus on enhancing the company’s technological product as well as developing a more robust virtual care program to further enhance member experience. Olanow, who had been leading the day-to-day business since 2016, will continue to serve on the leadership team.

“The entire Board of Directors is thrilled to welcome Brad to lead Sollis in its next phase of growth” added Jon Keidan, Founder and Managing Partner of Torch Capital. “His time scaling Peloton’s subscription business by 100x while maintaining world-class retention rates and customer satisfaction will be invaluable in continuing to elevate the Sollis brand and member experience.”

Olson is an expert on omnichannel customer experience and loyalty, including fluency in subscription businesses, experience design, community and social media, and customer service. Prior to joining Sollis, Olson served as Chief Business Officer at Peloton, where he oversaw the company’s subscription business including consumer engagement and retention as well as new business development and digital distribution.

“I am incredibly excited to join the Sollis Health team and lead the company into a new chapter,” said Olson. “At both Peloton and Starwood Hotels, we scaled category-leading, consumer-centric businesses by always putting our members’ needs first. Sollis embraces this customer centricity and takes concierge medicine to the next level by offering members something truly unique: immediacy, advocacy and a partner in achieving a superior healthcare experience.”

A graduate of Harvard College as well as Harvard Business School, Olson has also held roles at Bain & Company, Inc. and Starwood Hotels & Resorts Worldwide, where he led global strategy and operations for Starwood Preferred Guest (SPG), the company’s award-winning loyalty program with over 21 million members.

Olson also serves as a trustee for the Greater NYC Region of the National Multiple Sclerosis Society and on the Board of Directors of Heyday Wellness, LLC, a high-growth skincare provider and retailer. He is a thought leader on topics of diversity, equity and inclusion (DEI) and served as the founding executive sponsor of Peloton’s LGBTQ+ employee resource group.

Source: [Sollis Health](#)

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