



Avely Marjapuu

Longevity & Wellness Commercial Leader | Growth & Partnerships

PROFILE

Hands-on experience across longevity research, clinical commercialisation and wellness entrepreneurship. Worked with **Prof. Brian Kennedy** at NUS, led clinical partner onboarding and implementation of a **biological-ageing clock** with **Raffles Medical Clinic** and co-founded a **gamified fitness platform** for women.

WORK EXPERIENCE

Head of Operations & Commercialization

Feb 2026 – Aug 2026

LiveBeyond, Singapore

- Launch operations and commercialization for **LinAge2, a biological ageing clock developed at NUS**, translating longevity science into a clinic-ready consumer preventive health offering
- Define the client journey for a new biological ageing product, including onboarding, education and service workflow
- Develop clinical partner onboarding and implementation frameworks, including materials supporting delivery through **Raffles Medical Clinic**
- **Translate ageing and longevity science** into clear educational materials and action-oriented recommendations
- Coordinate go-to-market readiness for a premium preventive-health offering, including positioning, partner onboarding and adoption planning

Research Associate - Healthy Longevity Translational Research Programme

Nov 2024 – Feb 2026

NUS Yong Loo Lin School of Medicine, Singapore

- Delivered international programmes including the HUN-REN-NUS Conference in Budapest and the **world's first International Gerophysics** Conference in Singapore.
- Worked within a translational longevity programme focused on moving healthspan research from scientific discovery toward real world application
- Led the Healthy Longevity Webinar Series for **NUS Medicine's 15.4K-subscriber** channel, shaping educational content for researchers, clinicians, industry partners and ecosystem participants
- Worked across senior academics, clinicians, partners and operations teams, balancing scientific accuracy with practical adoption
- Developed deep sector knowledge across longevity, preventive health, biological ageing and health-innovation adoption

Co-founder Commercial, Growth & Customer Experience

Jan 2020 – Dec 2023

Naine.fit, Estonia

- Co-founded and built a consumer **wellness business from MVP to profitability**, with ownership across commercial strategy, product development, growth, customer engagement and day-to-day execution.
- Developed and refined the customer proposition using **continuous user feedback**, behavioural insights and engagement data.
- Designed digital and community-based customer journeys focused on motivation, retention and long-term healthy behaviour.

CONTACT

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Singapore

EDUCATION

Tallinn University of Technology

MSc, Digital Health · Sep 2022 –
Jan 2024

National University of Singapore

Exchange Student · Jan 2024 –
May 2024

Estonian School of Tourism Management

BA, Hospitality & Business
Tourism · Sep 2012 – May 2015

AWARDS

Winner, European 2022
Institute Health
Hackathon

Winner, TalTech Digital 2022
Health Hackathon

Speaker, Startup Day 2022
Estonia

Estonian Best Personal 2021
Trainer

CERTIFICATIONS

Academy for Healthy Longevity,
Singapore
Talent Incubator

Certified Personal Fitness
Trainer
EQF Level 4 Standards

Copenhagen Film and Theatre
School

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WORK EXPERIENCE

Naine.fit, Estonia

continued

- Owned commercial messaging, customer education and engagement initiatives designed to increase participation, retention and programme uptake.
- Developed wellness content, behaviour-change features and community experiences that translated customer health goals into practical daily action.
- Worked entrepreneurially across strategy and execution, identifying customer needs, testing concepts and adapting the commercial proposition as the business grew.

Analyst Intern

Sep 2023 – Dec 2023

Verge HealthTech Fund, Singapore / Estonia

- Conducted **market and competitive analysis across longevity** and healthtech, identifying emerging technologies, adoption trends and commercial opportunities.
- Analysed start-ups, competitive dynamics and investment themes to support venture decision-making in health innovation
- Developed strategic presentations translating complex healthtech developments into clear commercial narratives.

Sales Manager

2017–2020

House of Amber, Copenhagen, Denmark

- **Managed sales and customer relationships** in an international, premium consumer environment, with responsibility for delivering revenue and customer-service objectives.
- Built trusted relationships with an international clientele, identifying individual needs and translating them into tailored product recommendations and high-touch customer experiences.
- Supported commercial initiatives, product positioning and in-store customer experience to strengthen sales performance and brand perception.

Guest Experience & Events Coordinator

2015–2017

Kallaste Turismitalu, Estonia

- Managed guest experience and **day-to-day hospitality** for visitors to a tourism property, including bookings, guest communication and on-site service delivery.
- Planned and delivered a summer entertainment programme of 10 live concerts per season, working with well-known Estonian bands and artists and coordinating the guest experience around each event.
- Managed the end-to-end delivery of events, including planning, artist coordination, bookings, customer communication and on-site execution.
- **Developed new guest experiences**, services and tourism products to strengthen the property's offering and attract new visitors.
- Worked directly with guests to understand preferences and improve the overall visitor experience, combining hospitality operations with a commercial and customer-focused approach.