

# Kevin Ho

Co-Founder | Chief Product Officer

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Two-time acquired operator with 20+ years taking consumer products **zero-to-one and through to scale**. Design-trained **Chief Product Officer** specializing in AI-driven consumer health, with a proven ability to **bridge high-level business strategy with low-level execution**. Co-founded **Glow** — 27M+ users, FDA-listed women's health platform, acquired 2026 (terms confidential) — and helped build **Slide** (acquired by Google, 134M MAU at peak), defining the visual language of the early social web.

## PROFESSIONAL EXPERIENCE

### Glow, Inc.

Dec 2012 – Apr 2026

#### Co-Founder & Chief Product Officer

*San Francisco, CA*

Founded alongside [Max Levchin](#) (Co-founder of PayPal \$PYPL and Affirm \$AFRM) to revolutionize women's health through data science and design.

- **Zero-to-One to Scale:** Led product strategy, design, and end-to-end execution for a suite of four interconnected apps (Glow, Eve, Nurture, Baby), taking the company from initial concept to **27M users** worldwide with **\$23M+** raised from Founders Fund, a16z, and Formation 8.
- **Product Excellence & Recognition:** Achieved a 4.7-star average rating across the portfolio, regularly featured as "App of the Day" on both Apple App Store and Google Play, showcased at Apple's WWDC, and achieved [FDA listing](#) for both Glow and Eve as LHDs.
- **Holistic Consumer Business Model:** Pioneered a diversified business model combining the world's first freemium software for women's health (driving revenue via subscriptions, ads, and lead gen) with a direct-to-consumer hardware ecosystem, integrating physical products like smart thermometers and wearable breast pumps directly into the digital experience.
- **B2B2C & Enterprise Distribution:** Expanded beyond D2C through **Glow for Enterprise** (fertility benefits with partners like Eventbrite and Evernote), the **Glow Fertility Program** for IVF clinics (capturing **~30% of the U.S. trying-to-conceive market**), and platform partnerships powering Samsung Health — proving the product across consumer, employer, clinic, and tech-platform channels.
- **Clinical AI & Strategic Partnerships:** Shipped **GlowGPT**, an AI agent grounded in Glow's 3.2B+ health-event dataset, into the consumer flow. Selected as launch partner for **Apple CareKit**, powered **Samsung Health's** cycle tracking, and co-authored a peer-reviewed UCSF study published in [Fertility and Sterility](#).
- **Marketing & Growth at Scale:** Scaled both brand and performance marketing channels, managing complex analytical and technical integrations across Meta, Google, Apple Search Ads, and TikTok to drive efficient user acquisition and retention.
- **Cross-Functional Leadership:** Managed cross-disciplinary teams of engineers, data scientists, and designers across both the US and Asia to deliver complex features like ovulation prediction algorithms and community forums.

- **Successful Exit:** Company acquired in April 2026 (terms confidential) — second successful acquisition outcome of career, following Slide's acquisition by Google.

## Google

Aug 2010 – Dec 2012

### Staff Designer (Google Autonomous Unit)

*Mountain View, CA*

Joined Google following the acquisition of Slide, operating within an experimental autonomous unit focused on social initiatives.

- **Social Products Integration:** Worked within a specialized, autonomous group tasked with injecting social DNA into Google's ecosystem.
- **Design Leadership:** Acted as a bridge between the agile, startup culture of the Slide team and Google's broader engineering standards, ensuring product velocity remained high post-acquisition.
- **Mobile-First Innovation:** Led design for Disco, a group messaging app that defined early standards for real-time mobile chat, and Prizes.org, a pioneering social economy platform that gamified crowdsourced problem-solving through monetary rewards.

## Slide

Jan 2007 – Aug 2010

### Director of Design

*San Francisco, CA*

Early hire and played a key role during the growth and acquisition of the company, helping it become the largest developer of third-party apps for Facebook and MySpace.

- **Global Scale & Acquisition:** Played a key design role in building the product value that led to Slide's 9-figure acquisition by Google. At its peak, Slide was the world's largest publisher of social widgets, reaching **134 million monthly unique users**.
- **SuperPoke! Brand Creation:** Conceptualized and executed the iconic visual identity for SuperPoke! and SuperPoke! Pets. Designed the whimsical characters, immersive environments, and virtual goods economy that turned a simple social interaction into a viral cultural phenomenon with a deeply engaged community.
- **Defining the Social Web:** Established the high-energy, "pop" visual language that defined the "widget era" of the early internet. Led the design team to optimize these experiences for viral loops, establishing best practices for social engagement that influenced the broader industry.

## EDUCATION

### Academy of Art University

2005 – 2007

#### School of Interaction & UI/UX Design

Left early to seize a rare opportunity to join the founding team at Slide with Max Levchin, prioritizing hands-on startup experience in the emerging social web over formal graduation.