Edward BOOTY
CEO, reach52

Edward is the founder and CEO of reach52; a tech startup on a mission to connect the 52% of the world that lacks access to essential health services.

The reach52 model trains health workers to collect data, run targeted health awareness, education and screening campaigns, and provide access to essential health products. He has launched reach52 operations in six countries and 2500 communities, building relationships with over 30 funding partners, and developing the operations and digital platforms to enable this.

He has worked in health systems across three continents and 12 countries; and has extensive experience in digital health, health equity, access to medicine and essential health products, public health campaigns, supply chain, government relations and public affairs, private sector engagement strategy and startup operations.
Prior to reach52, he worked in healthcare consulting, for the UK National Health Service (NHS) and for a multinational pharmaceutical company in India, looking at access to medicine in more rural areas. He is a graduate from the London School of Economics (LSE).