

XELA OS · JENAI ADVISORY

# The health tech operator who built her audience *before she needed it.*

Jen Gibson spent five years at Apple without posting once. Then she went fractional, started writing, and built an audience of exactly the people a founder needs. When she co-founded Xela OS, that audience was waiting. Eve grew with her at each stage: self-serve for the consultant, Studio for the launch, and self-serve again for the CEO with a team.

## AT A GLANCE

18

**Years in health tech**, including five building clinical programs at Apple.

## BEFORE EVE

0

**Posts during her Apple years.** "I never posted the whole time I was there."

## CHAPTER 2 · STUDIO

3

**Voices stood up in one 90-day pilot:** Jen, her co-founder and the Xela brand.

## CHAPTER 3 · IN HER WORDS

3 yrs

**Of audience building** that became "the exact right audience" for Xela.

**Jen Gibson**

Co-founder and CEO,  
Xela OS  
Founder, JenAI  
Advisory

## INDUSTRY

Health tech. Xela OS is an EMR-agnostic AI layer that pulls a patient's scattered records into one source-linked view, automates clinic workflows and documentation, and cleans up billing.

## ON EVE

Self-serve on Eve Platform since January 2026 for her consulting practice. Eve Studio for Xela's 90-day launch pilot, May to August 2026. Back on self-serve as CEO.

## BACKGROUND

18 years in health tech. First employee at Vida Health, five years at Apple building and scaling eight clinical programs, then three years of fractional CPO and COO roles before co-founding Xela.

## WHAT EVE RAN DURING STUDIO

Three voices (Jen, co-founder Alex Abraham, the Xela company page), a LinkedIn and Substack calendar, launch and hiring announcements, event recaps, and an investor FAQ.

## BEFORE EVE

## Five years of silence, then a reason to speak.

Jen's path into tech was not the obvious one. Her degrees are in public health, dietetics and exercise physiology. She ran health coaching teams before anyone knew what a health coach was, joined Vida Health as its first employee alongside four founders, and spent four and a half years building it from zero to a national coaching operation.

Then Apple called. For five years she worked with the medical director at Apple's onsite primary care clinics, building and scaling eight clinical programs and presenting outcomes to executive leadership every quarter.

She also went quiet. "When I was at Apple, they're very private. You're not allowed to talk about your work. I never posted the whole time I was there."

That changed the day she went fractional. "It was a big shift where I realized, oh, I really need to be out there. It's so important for people to know what you stand for, what your voice is, what you're looking for and what the opportunities are. That's never going to happen if you don't put yourself out there."

The honest part is that it did not come naturally. "I'm an introvert by nature. Putting yourself out there on social

media feels really scary." She started slowly. "I started super curated. I would think a really long time before I posted." The way in was to write about what she was already doing: trying AI tools as she moved back into early-stage work. "A lot of what I wrote about early was, hey, I tried this tool, I thought it was interesting. That felt like a comfortable zone to start with."

The audience grew the slow way, one event and one lesson at a time, over three years of fractional work. By the time she had a company to point it at, it was already made of health tech founders, executives and investors.

*"You do have to get over the cringe of putting yourself out there."*

JEN GIBSON

This is the part most case studies skip. Jen did the hard, slow work of building an audience years before she had a company to point it at. The next three chapters are how Eve kept that voice publishing as the objective changed underneath it.

## Three chapters, one voice

From driving sales, to influencing the industry, to taking the stage.



### Before

2023 TO 2025

**On her own**

#### *Finding the voice*

Leaves Apple for fractional CPO and COO roles. Starts posting about AI tools and health tech. Builds the audience one event and one lesson at a time.



### 01

JANUARY 2026

**Self-serve · The consultant**

#### *Driving sales*

Trains Eve on her writing samples and podcast transcripts. Event notes become posts. "It gets me 80% of the way there."



### 02

MAY 2026

**Eve Studio · The founder**

#### *Influencing the industry*

Co-founds Xela OS. A 90-day pilot puts three voices in market ahead of the raise: Jen, her co-founder and the brand.



### 03

AUGUST 2026 ON

**Self-serve · The founder with a team**

#### *Taking the stage*

Two C-level hires, partnership inbound, clinics launching by referral, a Tech Week panel to host. The audience she built is now the one she needs.

*"Working with Eve has been incredibly helpful, because it's so important to figure out how you want to hone your voice and how you want to present yourself to the world, with that right combination of vulnerability, experience, and sharing real struggles along with successes."*

JEN GIBSON

Co-founder and CEO, Xela OS

JG

*Driving sales*

# 01 A voice that was already hers, in a fraction of the time

By the time Jen started on Eve, she had a point of view and a practice to grow. JenAI Advisory was her fractional and advisory business, and her audience was health tech founders, executives and investors. The goal was plain: be known for a clear take on AI in healthcare, and let the right clients find her.

She did not need someone to invent a voice. She needed a system that could keep up with hers. She gave Eve her writing samples and podcast transcripts, and used it to turn what she was already thinking into finished posts. Her read on the output: "It probably gets

me 80% of the way there." The last 20% is her, which is how she likes it. "I don't need fluffy stuff. That's not how I have conversations with people."

The real unlock was events. Jen goes to a lot of them, some weeks four. Most people post a selfie. She takes notes. "If it's somewhere I'm trying to learn something, I'm jotting down the things that resonated with me live during the event, and then I use Eve to put that together into a post that is more meaningful than everyone seeing a selfie of me with a couple of random people."

*"I take notes while I'm at an event, and then I use Eve to put together a post that shares what the learnings were, what the real gold was that got dropped."*

JEN GIBSON

## 80%

**OF THE WAY THERE**

Her estimate of where an Eve draft lands before her own pass.

## 4

**EVENTS IN A WEEK**

Her calendar at the start of the pilot. Each one became a post.

## 2

**POSTS SHE NAMES AS HER BEST**

An Apple policy take and a rundown of the AI tools she uses.

**THE WIDER PATTERN**

### Why a clear point of view brings the right clients

#### What a leader's thinking does to a B2B buyer

Share of decision-makers and C-suite who say high-quality thought leadership did this

Made them more receptive to sales outreach from that company  
 90%

Made them more likely to invite that company into an RFP  
 86%

Led them to research a product they were not considering  
 75%

Made them question an existing supplier (C-suite)  
 70%

Edelman-LinkedIn B2B Thought Leadership Impact Report 2024. About 3,500 management-level professionals across 7 markets, surveyed December 2023.

## 63%

of the **hidden buyers** in a B2B deal, the people on the buying committee a seller never meets, **spend over an hour a week reading thought leadership**. A fractional operator is hired by exactly those people.

Edelman-LinkedIn B2B Thought Leadership Impact Report 2025, about 2,000 management-level professionals

# 02 *Influencing the industry*

## Three voices in market before the raise

In early 2026 Alex Abraham, who had built an EMR integration layer and a perioperative risk tool with physicians in Dallas, reached out to Jen on LinkedIn. One demo later she was in. "When he gave me the demo of what he and the team had built, I was really blown away." She had spent years watching clinicians drown in the problem Xela solves. "Clinicians are spending up to 50% of their time doing administrative work. Healthcare providers deserve to not be spending half their time on admin."

So the objective changed. Jen was no longer a consultant with a practice to grow. She was a co-founder and CEO with a company to launch, a raise to run and clinics to sign, and neither she nor her co-founder had announced the company on LinkedIn yet. Alex had a solid bio and zero posts.

The 90-day Studio pilot was built around that moment. The thesis, from the proposal: investors fund founders they recognize, and buyers move faster for companies whose point of view they already trust. Eve stood up three voices at once. Jen, writing from the operator and investor lens she had earned. Alex, writing about infrastructure, compliance and the forward-deployed engineering work he was doing inside clinics. And the Xela company page and Substack, carrying the brand story and the long-form pieces.

Studio's first job was a brand strategy guide that gave all three voices the same spine: three truths about the market, two editorial lanes, and the rule that nothing published would ever lay blame on providers for a system that was never built for them. Then the calendar: a week-by-week plan with Jen marked as approver, so she could move things, edit them in Eve, or post around whatever event she had just walked out of.

*"I like to post about Xela, but only one a week that's specific to it. I like to talk about early stage companies from the lens of both a founder and an investor."*

JEN GIBSON

### HOW STUDIO WORKED FOR XELA

#### 1 JEN

A 30-minute weekly call, then async. She talks through what happened that week, what is coming, and what she wants to say.

#### 2 EVE

Drafts posts for Jen, Alex and the brand from the call transcript and her event notes, in each voice, and places them on the calendar.

#### 3 JEN

Reviews in Eve, sends her own drafts back through Eve's approvals for a second set of eyes, and schedules.

#### 4 BOTH

Press releases, graphics and long-form pieces for launches and hires, turned around same day when an event lands.

## 3

### VOICES STOOD UP

Jen, Alex and the Xela brand, with a shared strategy and separate voice models.

## 2

### C-LEVEL HIRES ANNOUNCED

A Chief AI Officer and a Chief Medical Officer, with a press release and posts.

## 10 days

### OF CONTENT QUEUED BEFORE VACATION

One working session became the posts that ran while Jen was in Portugal.

# The content followed the company.

**A launch post.** The first time either founder had said the company's name on LinkedIn.

**An investor FAQ** drafted from a single working call, so the questions angels kept asking had a page to point to.

**A post on why doctors do not gatekeep**, written the week Xela signed another LOI on a clinician referral.

**Two C-level hires announced**, with a press release and a joint post Jen wanted to write herself, because the new CMO was the medical director she had built eight programs with at Apple. "We did incredible things together at Apple and now we're going to do it again."

**A women in leadership piece** after an invite-only event on the gender gap in funding.

**A long-form piece on insurers using AI to deny claims**, and why providers need AI on their side, with the guardrail Jen insisted on: nothing fabricated, everything source-linked and auditable.

## 1 clinic

FROM EVE'S OWN NETWORK

Eve also used its own network. An introduction from Cat's client roster became one of Xela's launched clinics: Dr. Thomas Wright's practice in St. Louis, where Xela automated an intake process that used to be a 45-minute phone call. Jen and Dr. Wright filmed the launch together in August. His read, on camera: *"It's streamlined many drudgery processes and freed up time for our staff to spend more time in the clinical space."*

### THE WIDER PATTERN

### Why a founder's voice travels further than a company page

2<sub>X</sub> and 10<sub>X</sub>

Content gets **twice the click-through rate** when a person shares it rather than the company page, and people's networks hold **10 times** the connections a company has followers. A brand new company page starts at zero. Its founders do not.

LinkedIn, Official Guide to Employee Advocacy

67% vs 53%

Trust in **"my CEO"** against trust in CEOs in general. The person you know beats the category, which is the whole case for putting founders in market before the raise.

Edelman Trust Barometer 2025, 27 markets

86%

of hidden buyers **favor perspectives that challenge their assumptions**. A founder explaining why the fax machine still runs healthcare is one of them.

Edelman-LinkedIn B2B Thought Leadership Impact Report 2025

# 03 *Taking the stage*

## The audience she built is the one she needs now

By late summer the company Jen was posting about had changed shape. Two C-level leaders. Advisors. A clinic launched in Dallas through a referral from an existing client, with that client's wife's clinic next in line. Partnership conversations with three voice AI companies, an insurance broker, a pharma contact and a healthcare compliance firm, nearly all of them inbound. A category design partner brought on to sharpen how Xela describes itself. A health tech panel to host at SF Tech Week in October, with a voice AI CEO flying in from Austin to join it.

Jen's own read on where the inbound came from: "Everyone so far has reached out to us, through social media and things like that." This is the chapter where the thesis gets tested, in her words, on the record.

The morning of her Human Layers recording, it happened again. "I just got an outreach today from somebody we've lightly interacted with. He runs a massive company that could be an incredibly wonderful

partnership with us, and he reached out because he saw one of my posts and it made him think, oh, that's something we need."

Her explanation is familiarity. "There is something to be said about people just being reminded that you're around and what you've done. When the name pops up, it creates a sense of familiarity even if you've never met the person face to face." And it is building in public. "You're giving clarity to a really wide audience about what you're doing, who might be good connections, and why they might want to have a conversation with you."

The balance changed too. "As I've moved into the CEO role, it's really been: what announcements do we have coming up, what launches do we have? The balance I'm trying to strike right now is not being too self-promotional about my company, while still sharing things that are meaningful for people outside of hearing about Xela all the time."

*"I've had some really amazing, unexpected connections come in the last couple of months from people who saw something I posted and it sparked an idea for them: how we might be able to partner together, or somebody they know that they'd like to introduce me to. That's been a huge payoff, especially with introductions, connections and partnership opportunities that have helped my company grow much faster than I expected."*

JEN GIBSON

### 3 yrs

#### OF AUDIENCE BUILDING

"The people I'm connected with on LinkedIn are all the people I want to be talking to right now."

### 5

#### PARTNERSHIP CONVERSATIONS BY JUNE

Three voice AI companies, an insurance broker and a pharma contact, mostly inbound.

### 1

#### PANEL TO HOST

SF Tech Week, October 2026, on health tech.

### 2

#### CLINICS LAUNCHED BY REFERRAL

One in Dallas in August, with the client's wife's practice next.

## What she wants Eve for now is different from what she wanted in May.

Jen can write. She has a system and a habit ("I'm so used to doing it now that it doesn't feel like a big deal"). What she wants is an aligned voice across a growing team, and a place to send a draft for a second opinion. So as Xela's focus shifts from fundraising to clients and partners, she is back on self-serve, with Studio as the thing she turns up when a launch needs it.

### Worth its weight

THE LESSON SHE'D PASS ON

*"That is value that's been built for me over the last three years in the audience. The people I'm connected with, especially on LinkedIn, are all the people I want to be talking to right now. It's a lot of work to get to that payoff, but that payoff is worth its weight in gold."*

#### THE WIDER PATTERN

95%

of B2B buyers are **out of market at any given time**. Staying visible is how you are remembered when a partner, a clinic or an investor is ready to talk.

Ehrenberg-Bass Institute for the LinkedIn B2B Institute, the 95-5 rule, 2021

53%

of B2B decision-makers say that when a company's thought leadership is strong, **its brand recognition matters less**. A six-month-old company has no brand recognition. Its founder's voice is the substitute.

Edelman-LinkedIn B2B Thought Leadership Impact Report 2025

#### Why familiarity does the selling

*"LinkedIn is full of AI-written posts, and people can see right through it. It makes the platform less valuable, because it's hard to connect with someone when you know it wasn't them that put the story out there."*

ON WHY VOICE MATTERS

*"I love being able to use tools that help me do this more efficiently and really help me think about how I want to present myself, while it is still very much my voice and still sharing the story I experienced."*

ON EVE

*"Building in public gives clarity to a really wide audience about what you're doing and why they might want to have a conversation with you."*

ON WHAT CONTENT IS FOR

## The objective changed three times. The voice did not.

Each chapter asked something different of Eve. Self-serve kept a busy consultant publishing in her own words. Studio put a brand new company and two founders in market in 90 days. Self-serve again gives a CEO with a team one aligned voice and a second set of eyes. What made it work is how Jen works.

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### She started before she needed it

Three years of posting as a fractional operator meant the audience was already there when Xela launched. "That audience is the exact right audience that I want to be engaging with right now."

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### She hands over raw material

Event notes, working calls, a podcast she recorded that morning. Eve turns it into drafts; she keeps the last 20%.

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### Content is a door opener, not a megaphone

One Xela post a week. The rest is what she has learned, so the right people recognize her name when they need what Xela does.

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### She scales the help up and down

Studio for the launch, self-serve for the run. The engagement flexes with the company.

*"It is incredibly helpful. It would be one of the first things I'd say yes to: let's make sure we are using our money for this. It's just helpful to have an aligned voice."*

JEN GIBSON

On renewing as the team grows



## Build the engine behind *your voice*.

Book a 20-minute walkthrough and hear your own voice model, trained the same day.

[Book a demo →](#)

Figures and quotes are Jen's own, from her recorded working sessions with Eve and her Human Layers episode between May and August 2026, lightly edited for length and clarity. Partnership, clinic and fundraising results belong to Xela OS; Eve claims only the content work described here. Market figures are cited to their source where they appear.