



Kyra Bobinet, M.D., M.P.H.

**CEO
Fresh Tri
Silicon Valley, California**

Kyra Bobinet, M.D., M.P.H., is a physician-entrepreneur, pioneering innovator, and leading voice in behavioral neuroscience, renowned for translating complex brain science into practical strategies that drive sustainable health change. As the CEO and founder of Fresh Tri, Dr. Bobinet reimagines well-being by shifting from outdated, performative models to brain-aligned, compassionate approaches that are measurable and effective. She is the inventor of the Iterative Mindset Method™, a groundbreaking, evidence-based framework rooted in neuroplasticity and the science of the habenula—the brain’s master controller of motivation, mood, and behavior. A bestselling author of *Well Designed Life* and *Unstoppable Brain*, Dr. Bobinet empowers audiences to break free from the shame of failed attempts and embrace the power of iteration. Her teachings and research deliver paradigm-shifting insights, blending authoritative science with stories, metaphor, and humor. She leaves colleagues and the public alike feeling seen, equipped, and inspired to transform challenges into iterative growth—learning that failure is not a verdict, but an invitation to try again. Dr. Bobinet’s mission is clear: to relieve suffering at scale by freeing people to work with, not against, their brains.