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Kelsey McAlister, Ph.D., M.S., is a health behavior scientist with expertise in public health, mental and physical health, and youth development. She specializes in translating research into real-world impact, bringing scientific clarity, credibility, and strategy to digital health products and services. Her work spans study design, measurement development, evaluation, and science communication across academic and commercial settings. Kelsey is research scientist manager at Fit Minded, a strategic applied science firm, where she helps digital health companies use science as a strategic asset to build trust, sharpen outcomes, and create meaningful differentiation. She has collaborated with more than 15 companies to evaluate user outcomes, align product claims with evidence, and translate science for investors, partners, and users. She has authored more than 40 peer-reviewed publications and secured NIH funding to support her independent research. Kelsey earned her Ph.D. degree in health behavior research from the University of Southern California; her M.S. degree in kinesiology from California State University, Fullerton; and her B.S. degree in physical education from Gonzaga University.