



YASH MURALI

CTO
Therabody

Headquarters: Los Angeles, CA

Employees: 400+

Annual Revenue: Private

For Yash Murali, technology has always been a space where curiosity meets creativity. “I’ve always been fascinated by how things work,” he says. “Growing up, I’d take things apart just to see how they fit together.” That same mindset shaped his early career in engineering, where he built systems that merged design, function, and innovation.

His career spanned across private-equity-backed consumer technology and health and wellness—industries that taught him distinct lessons. Private equity taught him how to move fast, consumer technology showed him the importance of design and user experience, and health and wellness taught him that trust is everything.

Before joining Therabody, Yash held several senior technology roles where he led global teams and built scalable digital platforms. “I’ve always loved the challenge of connecting technology with purpose,” he explains. “For me, success is when technology disappears and when it becomes so intuitive that people don’t even realize how much innovation is behind it.”

LEADING AT THE INTERSECTION OF HEALTH AND TECHNOLOGY

When Yash joined Therabody as Chief Technology Officer, he saw an opportunity to merge advanced technology with the science of human performance. “We’re a wellness technology company,” he says. “That means we sit at the intersection of health, science, and innovation. Our job is to make recovery and wellness accessible to everyone, whether you’re a professional athlete or someone who just wants to feel better.”

At Therabody, Yash oversees the company’s global technology strategy from software and connected devices to data analytics, automation, and security.

“My team is responsible for building and securing the digital ecosystem that powers our products,” he says. “That includes everything from mobile apps to AI-driven recommendations.”

He approaches his work with the mindset of a product visionary. “Technology has to create value for the business and for the user,” he says. “I focus on how every product, and every data point can help someone move, sleep, or recover better.”

That connection between product and purpose is what keeps him energized. “Our mission isn’t about selling devices, it’s about improving lives through smarter technology,” he says. “Everything we do ties back to that mission.”

INNOVATION THROUGH DATA AND AI

Artificial intelligence plays a central role in Therabody’s innovation roadmap. “AI helps us understand how the body responds to different treatments,” Yash explains. “It allows us to personalize recommendations and make recovery more efficient.”

The company uses AI to analyze sensor data, track behavioral trends, and optimize device performance. “The future of wellness is personalized,” Yash says. “AI helps us connect the dots, from usage patterns to health outcomes, so we can design experiences that adapt to each individual.”

But he is equally focused on doing it responsibly. “Consumers trust us with their data,” he says. “That trust is sacred. We’re very intentional about how we collect, store, and use data. Transparency and security are non-negotiable.”

He often describes AI as a partner to human intelligence, not a replacement. “AI can amplify creativity and accelerate discovery,” he says. “It can make connections we might miss.”

But it still takes human empathy and judgment to decide what to do with that information.”

That philosophy drives how his teams design and deploy technology. “We use AI as a lens for innovation,” Yash says. “But it’s not the end goal, it’s a tool that helps us serve people better.”

BUILDING AND EMPOWERING GLOBAL TEAMS

Yash leads with a philosophy rooted in trust, empowerment, and shared accountability. “My job is to create the conditions for my team to succeed,” he says. “That means removing barriers, setting clear goals, and giving people ownership.”

He manages a diverse, global team of technologists, engineers, and data specialists. “When you’re leading across geographies and time zones, communication becomes everything,” he says. “You can’t rely on hallway conversations. You have to be intentional about how you share information, set expectations, and build connection.”

He believes that culture starts with empathy. “Every person on the team has different motivations,” he says. “Some want to innovate, some want stability, some want to grow into leadership. My role is to help them find that path and make sure they know their work matters.”

One of Yash’s favorite leadership practices is storytelling. “Data tells you what’s happening,” he says. “Stories tell you why it matters. When I talk to my team or the board, I use both. People remember stories, they remember how they felt about the work.”

That approach has earned him the respect of both technical and business leaders. “You can be the smartest engineer in the room,” he says. “But if you can’t communicate why it matters to the customer, you’re missing the point.”

ADAPTING FOR THE FUTURE

Like many technology leaders, Yash sees the future of work and leadership evolving rapidly. “The technology will always change,” he says. “What doesn’t change is the need for adaptability and curiosity.”

He encourages his team to embrace experimentation. “It’s okay to fail,” he says. “If we fail, we do it fast, learn from it, and move forward. The only true mistake is staying still.”

Automation and intelligence are key priorities for the years ahead. “We’re building a foundation that scales,” Yash says. “That means designing systems that can adapt to new technologies, new regulations, and new customer expectations.”

He also sees leadership itself changing. “The next generation of leaders will be those who can connect technology, empathy, and business strategy,” he says. “A future-proof leader is someone who can navigate uncertainty without losing sight of the mission.”

STAYING CONNECTED AND CONTINUOUS GROWTH

Yash is deeply involved in the broader technology and wellness community. He participates in innovation panels, leadership roundtables, and cross-industry collaborations. “It’s important to share what we’re learning,” he says. “Wellness technology is still young. We all benefit when we share insights and best practices.”

Continuous learning remains central to his leadership. “I make time to read, listen to podcasts, and learn from my peers,” he says. “You can’t lead in technology if you stop learning. The moment you think you’ve figured it out, you’re already behind.”

He encourages his teams to do the same. “We have to model the curiosity we expect,” he says. “If I’m learning something new every day, my team sees that and follows suit.”

At Therabody, Yash’s leadership is defined by balance with innovation and integrity, data and empathy, technology and humanity. “We’re using technology to improve people’s lives,” he says. “That’s what keeps me excited. Technology is only powerful when it helps people feel better, move better, and live better.”