



# Brandon Hensinger

**President & CEO | Avrio Genetics**  
Allentown, PA, USA

*Brandon runs Avrio Genetics which offers genetics healthcare resources, information, and services all under one roof.*

**Chief Executive Officer | Bio Testing Supplies**  
Allentown, PA, USA

*With a team of healthcare-related executives with government and private sector experience, Bio Testing Supplies is a supplier of critical equipment and provider of the resources required to solve a healthcare crisis.*

## Biography

Brandon Hensinger, a published author, global speaker and entrepreneur, is President & Chief Executive Officer of Avrio Genetics, a company that provides life-changing reproductive, as well as personalized, genetic testing products and solutions to physicians and patients throughout the world. Brandon also leads the pandemic division of Avrio Genetics, Bio Testing Supplies, where his team is focused on providing industry leading viral testing solutions and educational support during the COVID pandemic.

He has been at the forefront of many innovative breakthroughs. Most notably, he led the launch of the world's first Non-Invasive PGT-A Technology, which is an embryo screening technology that uses non-invasive practices to help physicians choose healthy embryos for transfer, for women going through fertility treatments with Yikon Genomics.

Brandon has a strong reputation as a global speaker, leading sales executive, entrepreneur, and leader in the global reproductive genetics industry. A strong proponent of experiential leadership and an avid outdoorsman, Brandon uses challenging situations to promote how specific leadership principles are used in guiding a team toward a desired goal. He feels that the experiential component is vital, providing engagement and cooperation between team members in real-life situations.

Through his company Avrio Genetics, he is also consulted for his expertise in developing business models, strategic plans, and distribution channels for genetic laboratories, nationally and globally. Avrio Genetics currently manages international launches for 7 companies, with a growing portfolio. He also has extensive experience in M&A due diligence operations for national and global companies.

Brandon has a passion for learning new languages and is fluent in Spanish and Portuguese and conversational Mandarin. Outside of his business life, Brandon is a competitive triathlete, rock climber, skateboarder, and musician.