

Will Smelko

Founder & CEO at Ora

will@ora.organic

Summary

So apparently I need to write a summary about myself here...

I'm supposed to wax lyrical about all my professional and personal achievements.

But I'd rather tell you the why of what I'm doing.

The state of the supplements industry is catastrophic. It's overrun with synthetic ingredients, false claims and just plain hogwash. Over half of all Americans take supplements - we trust them to improve our health and to help prevent sickness - but are they helping or hurting?

Enter Ora.

Ora creates high quality, organic, plant-based and affordable nutrients.

We don't make supplements. We make nutrients. What's the difference?

Supplements are typically made of synthetic chemical concoctions.

Our products are sustainably sourced from food.

It's that simple really.

Our team is dedicated to eradicating the grey area in the supplements industry while maintaining sustainability standards that would even make Bono proud.

Check out our features in Well+Good and Fast Company - and visit our website www.ora.organic for more info.

Please send all press inquiries to press@ora.organic.

Experience

Founder & CEO

May 2014 - Present

Shaking up the nutritional supplements industry. Pure micro and macro nutrients from organic food.

Co-founder and Steering Committee Member at UC Haiti Initiative

April 2010 - April 2014 (4 years 1 month)

The University of California Haiti Initiative (UCHI) is a global partnership for higher education that connects students, faculty, administrators and alumni from the University of California and the State University of Haiti to create educational, research and public service partnerships towards the development of Haiti.

UCHI operates a grassroots network that spans the entire UC system, driven by UCHI chapters at each campus and guided by senior UC officials, faculty, and international development professionals.

*UCHI received UC Office of the President's prestigious 2012-13 award for Excellence in Student Leadership

*By 2014, UCHI had raised over a million dollars and leveraged another ten in critical aid to support Haitian rebuilding and development efforts

Strategy and Operations Business Analyst at Deloitte Consulting

August 2011 - March 2013 (1 year 8 months)

Strategy & process improvement for Fortune 500 Healthcare and Life Sciences companies

President at Associated Students of the University of California

May 2009 - May 2010 (1 year 1 month)

Speech and Debate Coach at Loyola High School

August 2006 - June 2009 (2 years 11 months)

Intern

May 2007 - August 2007 (4 months)

Education

University of California, Berkeley

Political Science, Global Poverty and Practice, 2006 - 2011

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[Contact Will on LinkedIn](#)