

# Venturous Redefines Executive Leadership with Bold New Brand Identity

*Venturous unveils a bold new brand identity, introducing a dynamic platform and a renewed mission to transform leadership in healthcare startups.*

NASHVILLE, TN, UNITED STATES, January 29, 2025 /EINPresswire.com/ -- Venturous, the #1 platform for fractional executive talent in the healthcare sector, is proud to announce a transformative brand update, signaling a new era for the company. With a refreshed logo, a new website at [venturous.work](https://venturous.work), and an innovative platform launch on the horizon, Venturous is doubling down on its mission to accelerate early-stage healthcare startups with exceptional leadership talent.

At the core of the update is a visionary logo design that embodies Venturous' commitment to senior executives and innovative solutions. The sleek new logo incorporates a bold V and W, a nod to the name and the interconnectedness of the Venturous community. The inclusion of a dot symbolizes the pivotal role Venturous plays in connecting healthcare companies with top-tier leadership.

"Our brand reflects the aspirations of the executives we represent—those who have reached the height of their careers and are now



Venturous' new logo symbolizes connection, innovation, and excellence, reflecting our mission to empower healthcare startups with exceptional leadership.



**venturous**

The new Venturous logo symbolizes innovation and connection, representing our commitment to empowering healthcare startups with exceptional executive talent.

poised to drive innovation and growth in healthcare,” said Lauralie Levy, newly appointed VP of Marketing at Venturous. “We’ve created an identity that matches the experience and excellence of our talent while signaling our dedication to healthcare startups ready to change the world.”



**venturous.work**

The Venturous.Work logo highlights our refreshed brand identity, emphasizing connection, innovation, and our mission to redefine executive leadership in healthcare.

The design journey was highly collaborative, inspired by Venturous’ mission to be a tech-first, AI-driven platform. The app-inspired elements of the logo reflect Venturous’ commitment to innovation and seamless user experience. “We wanted finding the perfect leadership match to feel as intuitive as using apps on your phone,” said Stacie Clair, VP of Product. “Our logo and platform symbolize simplicity,

precision, and the unparalleled capabilities of our AI-first matching system to cut through the clutter of today’s hiring chaos.”



This is more than a logo update; it’s a statement about who we are and the future we’re creating. Fractional executive leadership is not just a solution—it’s the edge that healthcare startups need.”

*Kevin McGovern, CEO*

The updated brand also introduces a bold and sophisticated color palette. A deep, dark green serves as the primary color, symbolizing growth, stability, and the transformative impact Venturous aims to deliver in healthcare and Healthtech. Complementing it are vibrant orange and purple secondary tones, representing energy, innovation, and the forward-thinking nature of the platform. This cohesive palette reinforces the Venturous

mission to empower both early-stage companies and executives as they shape the future of healthcare.

“Our transition to [venturous.work](https://bit.ly/venturouswork) highlights our commitment to action,” said Kevin McGovern, CEO of Venturous. “This is more than a logo update; it’s a statement about who we are and the future we’re creating. Fractional executive leadership is not just a solution—it’s the edge that healthcare startups need, and Venturous is here to make it happen.”

The platform’s launch is imminent, and Venturous is inviting both executives and startups to join the movement. For early-stage healthcare companies ready to accelerate their growth, or executives eager to make a meaningful impact, visit <https://bit.ly/venturouswork> to learn more and apply.

About Venturous

Venturous is the premier platform for [fractional executives](#) in healthcare, connecting

experienced leaders with early-stage startups poised to change the world. Backed by First Trust Capital Partners and Hashed Health, Venturous pairs a proprietary AI-driven matching system with a curated network of senior executives. By combining cutting-edge technology with deep expertise, Venturous empowers startups to scale faster and more effectively. Visit us at <https://bit.ly/venturouswork>

## About Knurture

Anthony and Katie Deloso of Knurture are a design duo who help companies design sticky futures that capture the imagination of an audience. Read our case study here: <https://bit.ly/VWcasestudy>

## About First Trust Capital Partners

First Trust Capital Partners, LLC ("FTCP") invests in early and growth stage companies across multiple industries but with a focus on financial services and healthcare technology. FTCP has offices in Wheaton, Illinois and Franklin, Tennessee, and is affiliated with First Trust Portfolios L.P. and First Trust Advisors L.P. (collectively "First Trust"). FTCP has made more than 90 private investments over the 15 years since its inception.

## About Hashed Health

About Hashed Health: Hashed Health is a healthcare venture studio based in Nashville, TN. The company specializes in developing and scaling healthcare technology and tech-enabled service companies. By collaborating with top entrepreneurs, healthcare organizations, and venture capital firms, Hashed Health launches companies designed to solve the most pressing challenges in healthcare. For further details, please visit [www.hashedhealth.com](http://www.hashedhealth.com)

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Venturous

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