

Kenneth Watson, Jr, JD

Kenneth “The Rich Unkle” Watson, Jr., JD, is an entrepreneur, innovator, and master storyteller whose mission is to design a healthier, more equitable world, one where technology, food, and culture all work together to empower communities.

A Vision Rooted in Equity, Culture, and Story

Originally from North Carolina, Kenneth came to the region for law school in Washington, D.C. There, he discovered Baltimore—a city whose rich, complex history and authentic charm captivated him. Instead of seeing disinvestment as inevitable, he saw opportunity. Rather than walk away, he chose to invest his time, talent, and resources in helping Baltimore reclaim its story and imagine new possibilities.

Kenneth believes stories change lives. Whether it’s an app that improves health outcomes, a meal that heals, or the restoration of a historic building, his work is about rewriting narratives—about what’s possible, who deserves access, and how communities can thrive on their own terms.

A Journey of Purpose-Driven Transformation

Kenneth’s career began in medical malpractice defense, where reviewing settlement agreements revealed how people without resources faced the worst outcomes in a broken system. Realizing that behind every number was a human story, he chose to help redesign the system itself through technology and innovation. He went on to lead the development of digital health products that expanded training access for doctors, grow a portfolio by 33%, guide an adherence app to Series A funding (supporting tuberculosis treatment and COVID return-to-work solutions), and create a Social Determinants of Health calculator to help providers deliver more culturally competent care.

Building HealthLink360: Technology for Health Equity

Today, Kenneth is the Founder and CEO of HealthLink360, a wellness technology company on a mission to make preventive care more equitable, accessible, and culturally intelligent. HealthLink360 is building a culturally aware personal health assistant that uses genomic data, social determinants of health, and lifestyle information to deliver personalized wellness guidance and route people to the right care at the right time. By centering cultural competence and health equity, Kenneth is challenging the healthcare system to see patients as whole people—not just diagnoses—and empowering communities to take ownership of their health journeys.

Proven Expertise in Innovation and Strategy

Kenneth also serves as Senior Director of Product Innovation and Strategy—and is part owner—at LightSpeedEdu, an e-learning company redefining corporate and pharmaceutical training. At LightSpeedEdu, he's leading efforts to design more engaging, effective learning experiences that empower professionals to better serve their industries and communities. Across his work in tech, healthcare, and education, Kenneth has built a reputation for combining strategic rigor with cultural empathy and a deep commitment to impact.

Building Community Through Food, Design, and Storytelling

While advancing his career in health tech, Kenneth also launched Esquire Meals, a meal-prep company founded in his law school apartment with the conviction that food is medicine. Esquire Meals scaled to deliver over 200 nutritious meals a day to cancer treatment centers, homeless shelters, fitness enthusiasts, and anyone seeking to transform their health through nutrition.

Kenneth's commitment to community also led him to invest in West Baltimore real estate—not to flip homes for profit, but to flip the narrative about what these neighborhoods could be. After moving to Baltimore, he fell in love with its historic architecture and cultural heritage, even as he recognized the deep scars of redlining and neglect. He began restoring properties with respect for their history while reimagining their potential.

His renovation of a long-neglected rowhome didn't just make it livable—it became a social media phenomenon, drawing millions of views and over 100,000 followers across platforms. Through authentic storytelling, Kenneth brought global attention to Baltimore's historic charm and the power of thoughtful design to uplift communities. But this isn't influencer vanity. It's strategic storytelling to change the narrative and attract investment where others only see decline.

Event Intro Paragraph

Please welcome Kenneth “The Rich Unkle” Watson, Jr., JD, a visionary entrepreneur, health-tech founder, and master storyteller whose journey from evaluating medical malpractice settlements to innovation leadership, culinary entrepreneurship, and community revitalization is redefining what it means to create equitable, culturally rich communities. As Founder and CEO of HealthLink360, Senior Director and part-owner at LightSpeedEdu, and the creative force behind The Rich Unkle brand, Kenneth is on a mission to design a healthier, more connected world, one that honors culture, empowers people, and transforms the systems that shape our lives.

