



# Kenneth Watson, JR, JD

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.

## **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.