

Lottie Whyte

Entrepreneur & Co-Founder of MyoMaster

Lottie founded MyoMaster, one of the UK's fastest growing health and wellness businesses, alongside her professional rugby player husband Joe Gray. Following years of recurring injury, Joe fashioned the first MyoMaster prototype at their kitchen table from a dismantled drill and a welded-on stool leg. Seeing the results from his own recovery as well as that of his teammates, Joe and Lottie realized there was space in the market to develop a range of recovery products. While not an easy road — made even more complicated by the fact they had just welcomed their first child — Joe and Lottie were confident their business was destined for gold.

Backed by her communications experience, faith in the products potential, and her competitive nature, she and Joe built the business to an impressive £4m revenue rate in just three years. Now, she and Joe are on a path to revolutionizing the recovery industry and intend to build the global home of physical optimization.

Outside of running MyoMaster, Lottie has made it her mission to build a smoother entrepreneurial road for those following in her footsteps. She is a board member of YourStory, a charity focused on the advancement of children and young people and is also a highly sought after speaker, sharing her expertise in both business and personal growth.

Exclusively represented by [Leading Authorities speakers bureau](#), Lottie has already been engaged in a number of speaking opportunities including Stylist's Business and Work Festival, Google's Future Forum where she spoke on 'The Future of Work and Wellness', and *Buzzfeed* where she spoke on 'How to Scale Your Business.'

Moving forward, Lottie hopes to continue her dedication to being a voice and advocate for women in business and tech. Having built a business, family, and reputation of her own, she is all too familiar with the issues women experience while trying to balance entrepreneurship and parenthood and hopes to shine a light on those struggles.