



CV – Dorian Greenow

<https://keto-mojo.com/>

Keto-Mojo founder Dorian Greenow established the world's first independently owned blood ketone-testing company and is the mojo behind Keto-Mojo.

In 1996, Dorian Greenow left his hometown in southern England for New York City. He had nothing more than a pack on his back and \$750 in his pocket. But, once there, he met his future wife and business partner, Gemma, who introduced him to the world of food and wine, and he secured a busboy position at a catering company, which he promptly evolved into a general manager role, overseeing everything from large-scale events for 6,000 to intimate dinners for presidents and princes.

After several formative years mastering the nuances of conducting business in United States, Dorian set his sights on the unknown once again. He bought a motorcycle and rode it from New York to California with no clear job prospects in site. Thousands of miles later, he and Gemma settled in Napa

Valley, where Dorian became director of hospitality for the luxury-brand winery, Pine Ridge. Life was good. But over the years, what Dorian describes as “American disease” set in. His weight ballooned to 207 pounds, he was on antidepressants and found himself able to balance a beer bottle on his extended belly.

He'd lost his mojo and decided to get it back through optimal wellness. Extensive research led Dorian and Gemma to the Ketogenic diet. The science made sense. Within six months, Dorian had measurable success; he came off all his medications, dropped 47 pounds and he was able to deftly slip back into his younger, healthier self. He had his mojo back.

Ketogenic living changed Dorian's life, and he wanted to give back the best way he knew how—by making the lifestyle accessible to everyone. But paying it forward wasn't so easy. At \$4 per blood ketone-testing strip and the need for multiple tests per day, monitoring ketones was expensive. Additionally, the meters and test strips were produced by a few big players in the biotech industry; limited competition meant prices would remain too high for millions of people who could reap their health benefits. So, Dorian decided to yet again cut his own path by disrupting the industry with his own line of affordable blood ketone-testing products.

He drew up a list of more than 100 manufacturers, cross-matched their technologies to federal regulations, and set out to find a manufacturing partner. After countless doors were shut in his face, he found just the right company and created an FDA-approved meter with a lifetime warranty, higher accuracy than others on the market, and \$1 testing strips.

Bypassing traditional sales models, Dorian took his superior offerings direct to online consumers, starting with the passionate keto community, who instantly embraced Keto-Mojo. Within weeks, he was selling more than 10,000 units per month.

Dorian dedicated all of his time to the project, and he and Gemma invested every penny they had toward its success. A month after the fall 2017 launch of Keto-Mojo, the couple lost their home in the Northern California wildfires, but they continued to invest everything they had into the business, leveraging their house, life savings, and insurance payouts.

Today, Dorian has a new grand vision: to bring optimal health to people and the planet through a ketogenic lifestyle. The way he sees it, Keto-Mojo can help manifest a healthier humankind by changing the way we shop and eat, and consequently, influence farmers' growing practices. Thus, his goal is to be a global catalyst for change in the farming paradigm. To facilitate this, Dorian and Gemma have founded The Ketogenic Foundation, which will fund research on the benefits of the ketogenic lifestyle with the intent of influencing health and medical policies for the greater good. A portion of Keto-Mojo's profits go to supporting The Ketogenic Foundation.

“My goal is not just to sell a meter. It's to spread keto news, information, tools, and understanding so people can make changes in their lives that will allow them to live longer, healthier lives and stop straining our health and ecosystems.”

In 2019 Gemma & Dorian became founding members of the European Keto Live Centre at the 1st Keto Live Conference in Switzerland and Dorian is a Member of our Advisory Board.

European Keto Live Centre - Information & Training Centre - Association for Ketogenic Metabolic Therapies
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