

# Thien-Di Do

Di (pronounced "Zee") has a background in marketing & communications and is originally from Michigan where she worked in the automotive industry for 7 years. Since moving to Seattle with her husband, JT, and their two children 14 years ago, Di started her own consulting firm, specializing in brand management and business strategy. With JT, she co-founded Everyone By One, a pediatric dental practice and oral health initiative to raise awareness around access to care and the importance of the Age 1 visit. After nine years of successfully growing their practices from one patient to over 7200 patients, they sold their business to pursue other interests. While JT started [health:latch](#) to help babies and their families thrive, Di began working at a Bellevue-based consulting firm where she was Chief-of-Staff to the CEO and Vice President of Marketing, supporting the vision and strategy for the organization. In 2018, Di started [kindset](#), a social site that helps people find their most honest and kind voices by sharing the stories that make our world a better place.

Watching JT's passion for health:latch unfold, Di is constantly reminded of how she felt as a young mother, and how with each of their babies, the experience was completely different. She wishes she'd had the kind of love and support she sees health:latch providing for its babies and parents, and how one simple procedure can change the trajectory of a baby's life for the better. So in 2019, she officially joined forces with JT (again) to guide health:latch's Brand + Experience.

Personally, Di enjoys hanging out with JT and cheering on their two kids through life. If Di could be granted one wish, it would be that all children would have the opportunity to be healthy and educated. Until then, she supports organizations that share that same dream. Di is a long-time volunteer with the Search & Rescue program at [Seattle's Union Gospel Mission](#) and serves on the Board of [Rwanda Girls Initiative](#). For fun, you can always find her on a [SoulCycle](#) bike.