

Maya Mascarenhas, MPH, PhD

[Portfolio](#) | [LinkedIn](#)

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SUMMARY

Product leader and entrepreneur with experience founding and leading venture-backed behavioral health startup Movejoy. Recruited to lead CDC strategy initiatives for public health data modernization. Epidemiologist with global health experience at the WHO and academic research at UCSF.

EMPLOYMENT

Centers for Disease Control and Prevention (CDC)

Strategy Lead for the Analytics and Operations Tools Branch

Hastings on Hudson, NY

January 2025 - February 2025

Drove the adoption strategy of our branch's software products (Data Integration Building Blocks (DIBBs) and SimpleReport) to help state, local, tribal, and territorial health departments access, transmit, and make better use of critical health data. My position ended after 3 weeks due to the mass termination of federal employees. [Learn more](#)

- Identified key success factors for product portfolio adoption
- Collaborated with CDC product owners, external product teams, and national partner organizations (Association of Public Health Laboratories and Council for State and Territorial Epidemiologists)

Grouper

Senior Strategy Advisor

Hastings on Hudson, NY

May 2024-December 2024

Advised on strategy for product development and growth initiatives for Grouper's engagement platform that reduces social isolation in older adults through group activities. Worked with executive leadership to synthesize the evidence base on the health benefits of connections for older adults.

- Advised on growth strategies to expand network of 14,000+ community and online groups
- Authored white paper synthesizing research on health impacts of isolation for older adults

Movejoy

Founder and CEO

Hastings on Hudson, NY

November 2019-December 2023

Founded a venture-backed startup that helped users build consistent healthy habits through peer support. Successfully translated my PhD randomized trial into a consumer product with strong user retention and measurable health impact. [Learn more](#)

- Launched Movejoy for mothers (web/SMS app) in 2020, 60% retention at Day 30, 50% of monthly actives went from sedentary to exercising 4-5 days a week
- Launched Movejoy for business in 2022 (mobile app), sold into 5 universities to drive employee wellness, covering over 6,000 employees
- Served as CEO, growing startup from 0 to 6 employees across engineering, design, marketing, and sales
- Raised pre-seed round of \$500,000 from venture capital and angel investors
- Led product and operations functions, building company infrastructure including hiring processes, product roadmaps, and customer acquisition strategies

As a Technical Officer at the WHO, I modeled a set of mortality, morbidity, and risks with input from global teams of experts for the Global Burden of Disease project which informed global health priorities. [Learn more](#)

- Led the first-ever analysis of global, regional, and country trends in infertility prevalence, developing a new algorithm for the estimation of global infertility. First-authored 2 papers leading to over 3,500 citations, significantly advancing the understanding of the burden of infertility globally.
- Managed a team of global disease experts to guide modeling assumptions for analyses of infertility, hearing loss, vision loss, and intellectual disability for the Global Burden of Disease Project.
- Co-wrote Global Risks Report, highlighting the potential impact of various risks on mitigating global morbidity and mortality, a report with over 6,500 citations.

EDUCATION

University of California, San Francisco
PhD in Epidemiology & Translational Science

San Francisco, CA
2011-2017

- Created and ran a successful randomized control trial that demonstrated how virtual connections can increase physical activity and reduce depression. ([Learn more](#))
- Published findings in Journal of Medical Internet Research ([view publication](#)).
- Developed expertise in RCT design, execution, analysis and mixed methods.

University of California, Berkeley
Master of Public Health, Epidemiology and Biostatistics

Berkeley, CA
2005-2007

Stanford University
Bachelor of Arts in Human Biology, minor in Italian

Stanford, CA
1999-2003

SELECT PUBLICATIONS

Publications at [Google Scholar](#) (14,000+ Citations)

Mascarenhas MN, Chan JM, Van Blarigan EL, Hecht F. Increasing Physical Activity in Mothers Using Video Exercise Groups and Exercise Mobile Apps: Randomized Controlled Trial. *Journal of Medical Internet Research* 20(5), e179, 2018

Mascarenhas MN, Flaxman SR, Boerma T, Vanderpoel S, Stevens GA. National, regional and global trends in infertility prevalence since 1990: a systematic analysis of 277 health surveys. *PLOS Medicine* 9(12), 2012.

Mascarenhas MN, Cheung H, Mathers CD, Stevens GA. Measuring infertility in populations: constructing a standard definition for use with demographic and reproductive health surveys. *Population Health Metrics* 10(17), 2012.

Mathers, C, Stevens G, **Mascarenhas, MN**. Global health risks: mortality and burden of disease attributable to selected major risks. World Health Organization, 2009.

Dherani M; Pope D; **Mascarenhas MN**; Smith KR; Weber M; Bruce N. Indoor air pollution from unprocessed solid fuel use and pneumonia risk in children aged under five years: a systematic review and meta-analysis. *Bulletin of the World Health Organization* 86(5): 390-398C, 2008.

Fleischer NL, Weber AM, Gruber S, Arambula KA, **Mascarenhas MN**, Frasure J, Wang C, Syme L. Pathways to Health : a framework for health-focused research and practice. *Emerging Themes in Epidemiology* 3(18): 18, 2006.