SIGNAL & STAGE

Sally Ann Frank



Healthcare innovation, enterprise adoption and startup growth

Sally leads health and life sciences strategy, programs and portfolio engagement at Microsoft for Startups. Her experience spans technology, business development, sales and marketing. She is the author of The Startup Protocol and The Unicorn Protocol , and was included in Becker's Healthcare's 2026 Women in Health IT to Know list. She holds an MBA from The George Washington University, an MS in Systems Management from the University of Southern California and a BS in Marketing and Computer Science from Virginia Tech.

Topics to explore

- What It Really Takes to Build and Scale a Winning Healthtech Company
- The Unicorn Protocol
- From Pilots to Performance
- The Death of Anti Aging

Plan the right session

Tell us who will be in the room, your event date and the question you want the session to address. We will discuss audience fit and confirm the speaker, format, duration and terms.

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