

SHORT BIO:

Brittany Barreto, Ph.D.

Co-Founder & CEO

WeHaveChemistry and Pheramor

Website:	www.Pheramor.com
Website:	www.DrBrittanyBarreto.com
Instagram:	@DrBrittanyBarreto
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Disrupting the romance industry by championing human connection Dr. Brittany Barreto has a vision to open doors and hearts through science as the co-founder and CEO of Pheramor, a DNA-based dating app, and WeHaveChemistry, a web-based platform for couples to discover their love alchemy. A decade before the genetic testing market was accepted by the mass market, Brittany was an undergraduate student at Drew University. It was during her college career that she first thought of the idea of sequencing attraction genes to help singles find true love and couples to enhance their existing relationship, an idea she shared with a professor who shrugged it off and didn't encourage her to follow her vision for a company that is valued at \$6M today. Her tenacity for the idea that would become Pheramor and WeHaveChemistry didn't dissipate as she continued to study Molecular and Human Genetics at Baylor College of Medicine and shortly after raised over \$1M to build, launch, and grow her romance technology. The Pheramor dating app is downloaded in every state and WeHaveChemistry couple's website is launching this quarter in collaboration with Dr. Laura Berman. Dr. Barreto gained the illustrious Top 100 Young Executives in America by *The Business Journal*, HYPE Impact winner, Women to Watch Award, VCIC's Startup of the Year, InnoStar's Best in Show, and Startup Grind's Top 2 Startup of the year globally. As a conscious leader, Brittany makes time to mentor founders of new startups and hosts entrepreneur dinner parties at her apartment in Houston, where she resides with her rescue dogs, Trypsin and Quark.

LONG BIO

Disrupting the romance industry by championing human connection Dr. Brittany Barreto has a vision to open doors and hearts through science as the co-founder and CEO of Pheramor, a DNA-based dating app, and WeHaveChemistry, a web-based platform for couples to discover their love alchemy.

A decade before the genetic testing market was accepted by the mass market, Brittany was an undergraduate student at Drew University. It was during her college career that she first thought of the idea of sequencing attraction genes to help singles find true love, and couples to enhance their existing relationship an idea she shared with a professor who shrugged it off and didn't encourage her to follow her vision for a company that is valued at \$6M today.

The first to go to college in her family, Dr. Barreto has been championing her own vision since she was a little girl. A breadth of possibilities was made available to her young mind by her own discipline to seek out books and a mind-blowing 8th grade class in cellular biology. Her passion for learning is how she survived a tumultuous childhood and what feeds her unequivocal leadership values today, as well as, her passion for mentoring other entrepreneurs, especially those that are underrepresented and marginalized.

Her tenacity for the idea that would become Pheramor and WeHaveChemistry didn't dissipate as she continued to study Molecular and Human Genetics at Baylor College of Medicine, where the first human genome was sequenced. She groomed the idea and pitched it as often as she could. A natural speaker and outgoing advocate for science, Dr. Barreto's presentation at Bioventures caught the attention of Dr. Bin Huang, Chief Technology Officer at Pheramor and WeHaveChemistry. Together, they have built the *darling* of the dating app world, known for the *most 2nd dates* and partnered with the world expert in sex, love, and relationship, Dr. Laura Berman, to build WeHaveChemistry for couples.

Pheramor is more than a dating app, it is a DNA-based compatibility technology which, under Dr. Barreto's leadership, has diversified its business model for exponential growth. They now offer a couples website (WeHaveChemistry.com) and an API integration for other dating apps and matchmaker platforms to add the DNA compatibility testing on to their sites as well.

Confident in Pheramor's ability for growth from B2C to B2B, Dr. Barreto successfully raised over \$1M in her first round, launching in 2017 alongside Dr. Huang, and the accolades for both co-founders and the app itself quickly gained momentum as Dr. Barreto gained the illustrious *40 under 40* acknowledgment by *Houston Business Journal*, Top 100 Young Executives in America by *The Business Journal*, HYPE Impact winner, Women to Watch Award, VCIC's Startup of the Year, InnoStar's Best in Show, and Startup Grind's Top 2 Startup of the year globally.

Dr. Barreto is a frequently requested speaker and has spoken at the Velocity Entrepreneurship Conference at UC Berkeley, Rice University's Life Science Entrepreneurship Course, SharpHeels Houston Panel on raising capital, Founder First Fridays at Qualia Inc, The Common Quest podcast, HQ TV, Emerging Leaders panel for Open Houston, and for Enventure.

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SOCIAL MEDIA ACCOUNTS:

Instagram: <https://www.instagram.com/DrBrittanyBarreto/>

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Facebook: <https://www.facebook.com/DrBrittanyBarreto/>

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