



Hack Your Health by KetoCon

Letter from the founder

We are thrilled and honored to participate in the creation of International Metabolic Health Day!

My personal health journey began many years ago when I struggled with maintaining a healthy weight and faced numerous health challenges that significantly affected my life. As I grappled with what I now recognize as insulin resistance and other metabolic health issues, I embarked on a quest for knowledge, eager to find ways to improve my well-being.

Upon discovering low-carb eating, I became acutely aware of the difference in how I felt when eliminating processed carbohydrates from my diet. And despite occasional struggles with consistency, my health gradually improved, and my journey shifted. No longer focused on weight loss, I became more interested in my emotional and mental health, aging well, and my quality of life. This transformative experience ignited a passion within me to shift careers and get involved in the health space. Although I had no idea what that would mean for me!

In 2016, I left my corporate finance career to join Ketovangelist, an organization dedicated to educating the public about the benefits of the ketogenic diet. Our first live event, "KetoCon - The Science and Stories of Keto," took place in 2017 and was a resounding success. We continued to grow the event annually until 2020 when the pandemic made live events unsafe.

As a result of the pandemic, Ketovangelist ceased operations, but by that time, I had found my true calling. This journey created a spark within me to continue advocating for metabolic health. I decided to move forward and rebuild the organization under my new company, Q1 Productions.

In 2022 and 2023, Q1 Productions and KetoCon returned to Austin for our 4th and 5th live events. My primary motivation behind these events is to empower individuals to take control of their health journeys. By creating a space for learning, collaboration, and inspiration, we aim to foster a community that celebrates metabolic health's transformative power.

The past six years have proven that there is a critical need for accessible, practical information about metabolic health. As a result, the idea to rebrand from "KetoCon" to "Hack Your Health" was born. An annual event that brings together experts, researchers, and individuals passionate about metabolic health to share knowledge, inspire one another, and drive positive change in society.

Hack Your Health is a platform where people can learn about the latest scientific advancements, breakthroughs, and best practices in managing metabolic health. It is a space where individuals can connect with like-minded individuals, establish lasting connections, and find support in their own health journeys. Our event aims to bridge the gap between research and the public, translating complex concepts into actionable steps that anyone can implement.

Hack Your Health is not merely a conference; it is a movement aimed at revolutionizing the way we approach health and wellness. It serves as a platform for people from all walks of life to come together, learn, and embrace the power of metabolic health. Through engaging discussions, hands-on workshops, and evidence-based practices, we strive to equip participants with the knowledge and tools to optimize their own metabolic well-being.

By hosting Hack Your Health annually, we strive to empower individuals to take charge of their metabolic health, helping them prevent and manage chronic conditions, increase their overall well-being, and lead fulfilling lives. We believe that by focusing on education, awareness, and community support, we can drive positive change and make metabolic health a priority for all.

Robin Switzer
CEO and Founder

Hack Your Health 2024 will be held in Austin, TX at the Palmer Event Center, May 31 - June 2, 2024.