



Tylar Brannon

Tylar Brannon grew up in Cary, North Carolina and attended NC State University for her undergraduate degree. It was during this time that she realized she enjoyed helping businesses grow and decided to further her education at the University of South Carolina School of Law, receiving JD/MBA dual degrees to set her up to do just that. After grad school, she moved to DC for a few years and was eventually called home to help the then budding business of Optimal Bio. She worked to create processes, organize the business, and ultimately make life easier for the staff, vendors, and most importantly the patients. It didn't take her long to realize that running this business was her passion. Since becoming CEO in 2018, she has expanded the company to seven locations (Cary, NC; Charlotte, NC; Southern Pines, NC ; Wilmington, NC; Charlottesville, VA and Charleston, SC and Greenville, SC), doubled patient count year after year, and continues to work closely with future and existing patients to help them achieve healthier and more balanced lives.