



# NINEVEH MADSEN



Nineveh Madsen is a dynamic entrepreneur and business leader whose career spans journalism, technology, and scaling an industry-leading online fitness coaching company.

She began her professional journey as a broadcast journalist after earning her degree in Broadcast from California State University, East Bay. Over the next decade, Nineveh became a recognized television news anchor and reporter for FOX and NBC affiliates, earning prestigious accolades including an Edward R. Murrow Award for excellence in journalism.

Following her time in media, she transitioned into the technology sector, serving as Vice President of Marketing & Customer Success at OpenVPN. There, she played a pivotal role in driving the company's growth, helping 4X revenue and strengthening the brand's global footprint in the cybersecurity market.

Today, Nineveh is the co-owner and CEO of Supra Human, a premium virtual coaching company offering customized fitness and nutrition programming for high-performing executives and entrepreneurs. Since taking the helm, she has been instrumental in scaling the company to a seven-figure monthly recurring revenue and achieving a multiple eight-figure annual run rate. Her leadership was also critical in positioning Supra Human's expansion into the female market. The company's growth trajectory now positions it toward a projected half-billion-dollar market cap valuation.

Through every platform she leads, Nineveh Madsen continues to redefine what it means to lead, scale, and succeed — advocating for a future where women and high performers alike fully claim their power.