

Partha is the founder and CEO of Lasso, a movement company that specializes in compression socks that improve performance and recovery. Lasso Socks were named #1 by Men's Health, and ranked Best Overall Running Sock by Greatist.

Lasso is worn by professional athletes, weekend warriors, firefighters, military, businesspeople, musicians, chefs, and artists around the world. Lasso products are also prescribed by top physicians for a variety of musculoskeletal conditions.

Partha has received numerous entrepreneurship awards, including being named a Forbes 30 Under 30, and was invited to the White House by President Obama to recognize his innovations in the sports medicine space. Partha has been featured in Inc., CNN, Forbes, and more, on top of traveling around the world to speak about innovation, entrepreneurship, design, and health.

Partha is passionate about sports, hip-hop, culture, and art. He loves talking about philosophy, and using commerce and capitalism to create systemic societal change. To expand on this mission, he invests in brands and technologies that help people improve their quality of life, and serves on an advisory board for his hometown school district in Ohio to help kids reach their full potential and find their passions in life.