

# GENNARO THOMAS MAIDA

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## EXECUTIVE MANAGEMENT – PRODUCT LEADERSHIP – TECHNOLOGY INNOVATION

**Visionary executive** with +20-year career—excelling at the intersection of medicine and technology to provide unprecedented data-driven solutions that generate millions of dollars in revenue and confront present-day healthcare challenges.

- **Executive Leadership:** Founded, built, and led startups and fast-growing ground-breaking organizations to succeed with complex offerings in emerging markets.
- **Medical Tech Innovation:** Ushered in the next generation of telemedicine platforms and new age of medicine that is both connected and remote.
- **Startup Growth:** Launched and grew business from \$0 to multimillion-dollar company in 14 months, resulting in its sale for \$16.5M.
- **Advisory Experience:** Currently share both medical device and technology expertise to catapult 3 health-tech startup businesses to the next level.
- **Recognition:** Recently named as one of the Top 100 Health Care Visionaries by the International Forum for the Advancement of Healthcare.

### **Core Competencies:**

*Medical Innovation*

*Computer Vision*

*Data Science*

*Deep Learning*

*Product Design*

*Research & Analysis*

*Product Development*

*Team Leadership*

*Data Analysis*

*Software Integration*

## BOARD + ADVISORY

### **Compete Co. | Board of Advisors Member**

**2021–Present**

Played a key role in guiding company's development of a revolutionary software application for sports medicine and high-level athlete training using AI and augmented reality. Helped recruit high-profile groups including the Jacksonville Jaguars.

### **WebDoctors.com | Board of Advisors Member**

**2021–Present**

Directly influenced success of one of the 1<sup>st</sup> companies to pioneer online/virtual doctor visits for adjacent ailments. Provided expertise & recommendations for WebDoctors.com, an organization with board certified physicians serving 100K patients.

### **M3 Life Sciences | Board of Advisors Member**

**2021–Present**

Advised start-up company on strategic growth and marketing initiatives for promotion of innovative CBD, beverage, skincare, and beauty products focused on Health & Wellness.

## PROFESSIONAL EXPERIENCE

### **betweenMD, LLC. | Chief Medical Technology Officer**

**2021–Present**

Recruited for newly created role to build and lead integrated platform that provides patient-facing access to medical data. Tapped into professional network of industry players in order to bring funding, physicians, and groups to the platform.

- Provided strategic direction—raising capital, performing market research, and developing and improving product.
- Raised capital by reaching out to medical and business contacts, which led to key connections with investors and advisors.
- Built relationships with first 2 customer groups which led to discussions and a potential new \$1M/year revenue stream.
- Currently forming relationships with CEOs of several medical device companies to improve product or add new features.
- Enlisted Dr. David Perdue, CMO of the largest GI practice in the US, to guide development of a physician-facing interface.

**(betweenMD, LLC, Continued)**

- Delivered solutions that reduced patient care costs, improved patient health outcomes, and reduced physician workloads.

**Vital Intelligence | Co-Founder & Chief Technology Officer****2020–2021**

Co-founded healthcare data services & deep learning company to improve patient care through Remote Patient Monitoring (RPM) services. Spurred business growth by leveraging knowledge of medicine, technology, and data science.

- Conceived initial business concept, recruited Australian doctoral team, and conceived development roadmap.
- Built and led team of PhDs, resulting in commercialization agreement with exclusive licensing and new IP ownership.
- Designed, built, and launched product/software in addition to adding features and guiding cloud & mobile deployment.
- Commercialized Health Assessment/Covid Screening and Social Distancing Units for press release (CNN & more) in 2 weeks.
- Allied with Safely Opening Schools program and vying to be part of Biden's Covid School Safety Initiative for 147K schools.

**Multiple Systems Integration Organizations | Founder/Lead Engineer/Systems Integrator****2001–2020**

Founded and grew several businesses focused on the design and integration of customized control systems and communications solutions for both residential & commercial clients, including multinational companies at the executive level.

- Installed innovative AV, CCTV, telecommunications, LAN, WAN, VPN, teleconference, satellite, cable, and theater systems.
- Led system integration efforts on a variety of projects, ensuring projects were delivered on time and within specifications.
- Developed trust-based relationships with a wide range of clients, cross-selling solutions to deliver on sales growth targets.
- Orchestrated smooth international installations, overcoming differences in culture, language, and construction codes.

**EARLY CAREER****Medical Organizations | Medical Researcher/Academic**

Clinical work including orthopedics, ophthalmology, primary care, geriatrics, and emergency medicine. Involved in clinical research focused on thoracic surgery, multiple sclerosis, biodegradable polymeric matrices, and medical informatics.

Memberships: American Medical Informatics Association, American College of Clinical Engineers, Digital Medicine Society.

**EDUCATION****NOVA Southeastern College of Osteopathic Medicine**

*Pursued a Doctor of Osteopathic Medicine Degree*

**Hahnemann University/Medical College of Pennsylvania**

*Master of Medical Science*

**Duke University Pratt School of Engineering**

*Bachelor of Science in Biomedical Engineering*

**ADDITIONAL CREDENTIALS****HONORS & AWARDS**

IFAH Top 100 Visionaries in Healthcare 2020

**CERTIFICATIONS**

IBM Certified Data Science Professional

**ORGANIZATIONS**

Packt – Content Reviewer (2020)

Pluralsight – SME Reviewer for Deep Learning Solutions