

ABSTRACT:

Fail Fast, Learn Deep, Build Forward: Journey from Biomedical Engineering to Entrepreneurship

Innovation rarely begins with success; it begins with curiosity, risk, and learning through failure. In this talk, Dr. Mehdi shares his journey from engineering research to entrepreneurial ventures in digital and wearable health technologies. Through stories of early experiments, startup challenges, and lessons learned from building real-world medical products, he illustrates how failing fast and learning deeply create the foundation for lasting innovation.

This session will offer insights into how biomedical engineers can translate ideas into impact, bridging the gap between technical expertise, patient needs, and entrepreneurial thinking.

BIOGRAPHY

Dr. Mehdi Shokoueinejad is a biomedical engineer, innovator, and entrepreneur with over a decade of experience in wearable and digital health systems spanning both industry and startups. He served as CTO and Co-Founder of several health technology ventures, including GeeVida Health and Dock Technologies, where he led the development of AI-driven clinical platforms and connected medical devices. His earlier work, including ComfortApnea, focused on sleep apnea solutions and shaped his philosophy of *failing fast and learning deeply* to accelerate meaningful innovation.

Before pursuing the entrepreneurial route, Dr. Shokoueinejad was an R&D Product Lead at Boston Scientific, where he drove innovation in advanced catheter technologies.

He has also collaborated with major organizations such as Under Armour and is a recipient of NSF Awards for Young Professionals Contributing to Smart and Connected Health. His recognitions include being a MassChallenge Finalist (Boston, MA) and a 1st & 2nd Place Winner of the Qualcomm Innovation Prize Competition.

Dr. Shokoueinejad holds a Ph.D. in Biomedical and Electrical Engineering with a minor in Business from the University of Wisconsin–Madison. He has authored 30+ publications and holds 10+ patents in medical device design and digital health systems.

DEPARTMENT OF BIOMEDICAL ENGINEERING

2025 Fall Seminar Series

Mehdi Shokoueinejad, Ph.D CTO and Co-Founder GeeVida Health

THURSDAY November 13, 2025

11am-12pm

WEBINAR



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