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# ELENA OVREIU

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## PROFILE



Elena Ovriu is a distinguished professional with extensive experience in strategic organizational development, research commercialization, and innovation ecosystems within the health tech sector. She has co-founded and led multiple initiatives, such as HealthTech Forum, MedTech Revolution, BIOdyssey, and LiveCare, with a strong focus on healthcare digitalization. As an advisor to Romania's Ministry of Health, she has contributed to policies and projects aimed at enhancing public-private partnerships and integrating advanced technologies into healthcare systems. Elena is recognized as a Key Opinion Leader (KoL) in the field of HealthTech, frequently speaking at conferences and in the media on topics such as innovation and digitalization in healthcare, with hundreds of

appearances. She has a proven track record in securing EU funding for research and innovation projects, and is adept at navigating complex stakeholder dynamics across international teams

## WORK EXPERIENCE

SENIOR LECTURER, UNIVERSITY POLITEHNICA OF BUCHAREST; ROMANIA; 2013-PRESENT

- Contributed to the development and execution of European research projects focused on neuromotor recovery, intelligent diagnostic systems, and predictive healthcare, including:
  - TRAVEE - Virtual Therapist with Augmented Feedback for Neuromotor Recovery
  - Sound of Vision - Natural Sense of Vision through Acoustics and Haptics
  - PAPDia - Intelligent System for Automatic Assistance of Cervical Cancer Diagnosis
  - HEMACAD - Methods of Prediction of Infantile Hemangioma Evolution Aimed at Preventing Desfigurating Complications by Multiple Intervention Procedures
- Designed and delivered courses on eHealth, Innovation in HealthTech, and Telemedicine, fostering strong collaboration with industry and research institutes.

#### FOUNDER, MEDTECH REVOLUTION, 2023 -PRESENT

- Developing comprehensive digitalization strategy plans for hospitals.
- Providing consultancy services to hospitals, focusing on the development and implementation of their digitalization strategies.
- Offering professional training courses on innovation in HealthTech for medical professionals and students, aimed at equipping them with the skills and knowledge to navigate the rapidly evolving healthcare landscape.

#### ADVISOR, THE CAT HEALTH COMPANY (TCHC); USA; 2024

- Acted as a strategic advisor to TCHC, a biotech startup focused on feline longevity research and drug development.
- Successfully coordinated the pre-seed investment round, securing €500,000 in funding from venture capital firms and business angels.
- Leveraged an extensive network to attract key investors, including a leading venture capital firm and other notable angels.

#### CEO & CO-FOUNDER, BIODYSSEY. HEALTH INNOVATION HUB; ROMANIA; 2022 -PRESENT

- BIOdyssey is a program dedicated to educate and create entrepreneurs in Medical Technology by exposing them to a structured methodology of innovation. BIOdyssey is founded by experts in entrepreneurship and Medical Technology from Israel and USA and provides the highest level entrepreneurship programs of its kind in Romania.
- Spearheaded the development of entrepreneurial programs in medical technology, focusing on the commercialization of innovative health solutions.
- Facilitated partnerships between public research institutions and private sector companies, driving the commercialization of research and supporting the growth of the Romanian HealthTech ecosystem.

#### FOUNDER & CEO, HEALTHTECH FORUM (FORMERLY SSIMA); 2015 -PRESENT

- HealthTech Forum is the highest-level conference on innovation in HealthTech in Eastern Europe. Founded and organized HealthTech Forum, a premiere conference on innovation in HealthTech, supported by the Ministry of Health and the Ministry of Research, Innovation, and Digitalization.
- The Forum is a key platform for digital transformation in healthcare, offering the latest innovations, access to know-how, and networking opportunities for all stakeholders, including universities, companies, research institutes, hospitals, investment funds, and government entities.

- The Forum brings together international experts from academia, business, hospitals, and government, supporting Romania's healthcare system modernization.

ADVISOR TO THE MINISTER; MINISTRY OF HEALTH; ROMANIA; 2021

- Provided strategic guidance on the digitalization of healthcare services, with a focus on integrating research outcomes into practical, scalable solutions for public health.
- Played a key role in the development of policies aimed at enhancing the collaboration between public research institutions and the private sector.

CEO & CO-FOUNDER, LIVECARE; 2014 - 2018

- Co-founded LiveCare, a company dedicated to developing a portable medical device for continuous and real-time ECG monitoring.
- The product was highly mediatized and marketed in both radio and written media, becoming well-known and demonstrating strong marketing and communication capabilities.

## EDUCATION

FULBRIGHT SCHOLAR IN BUSINESS AND INNOVATION

UNIVERSITY OF ROCHESTER, USA, 2021

- Studied at Simon Business School, the AIN Center for Entrepreneurship

PH.D. IN MEDICAL IMAGING RESEARCH

INSA DE LYON (INSTITUT NATIONAL DES SCIENCES APPLIQUÉES DE LYON); LYON, FRANCE, 2009- 2012

- Research topic: Accurate simplification of complex 3D meshes.
- Sponsored by a 3-year scholarship awarded by the French Government.

POSTDOCTORAL RESEARCH FELLOW

HIT-INSA SINO FRENCH RESEARCH CENTER FOR BIOMEDICAL IMAGING, HARBIN INSTITUTE OF TECHNOLOGY, CHINA – 2014

- Developed algorithms for cardiac fiber architecture visualization

VISITING PHD STUDENT

PONTIFICIA UNIVERSIDAD DE JAVERIANA; BOGOTA, COLOMBIA – 2012

- Developed an interactive 3D object deformation software; Applied this technique to adjust segmentation errors of CT lung images with pulmonary embolism.

## VISITING PHD STUDENT

TECHNION IIT; HAIFA, ISRAEL – 2011

- Developed an interactive, real-time algorithm for planarization of quadrilateral 3D meshes

## RESEARCH INTERNSHIP

SCHOOL OF ELECTRICAL AND ELECTRONIC ENGINEERING, NANYANG TECHNOLOGICAL UNIVERSITY; SINGAPORE – 2009

- Conducted the graduation thesis research Digital Image Forgery Detection based on the Inconsistency of Defocus Blur.

## ENGINEERING DIPLOMA (MASTER AND BACHELOR COMBINED)

UNIVERSITY POLITEHNICA OF BUCHAREST; BUCHAREST, ROMANIA, 2004- 2009

## BACHELOR IN INTERNATIONAL ECONOMICS RELATIONS

ACADEMY OF ECONOMIC STUDIES BUCHAREST; BUCHAREST, ROMANIA, 2006 - 2014

## EXTRACURRICULAR ACTIVITIES

COLLABORATOR, RADIO GUERRILLA; BUCHAREST, ROMANIA – 2016-2020

- Co-host of the weekly radio segment “Trust me, I’m an engineer”, covering the latest innovations in medical technology, reaching a national audience

SPEAKER, TEDX CONSTANTA; ROMANIA – 2023

SPEAKER, TEDX UNIVERSITY POLITEHNICA OF BUCHAREST; ROMANIA – 2017

## AWARDS

TEN OUTSTANDING YOUNG PERSONS (JCI TOYP); JCI ROMANIA – 2016

- Winner in the Medical Innovation category, recognised for outstanding contributions to the field of HealthTech.

ANIS AWARD - 2020

- Winner of the prize in the Health Tech category for the eHealth course introduced at the University Politehnica of Bucharest.

FEATURED IN THE TOP 150 MOST POWERFUL WOMEN IN BUSINESS BY BUSINESS MAGAZIN – 2022

- Recognised for leadership and influence in the business and HealthTech sectors in Romania.