PETER SHEN

ABOUT

Peter Shen is the Head of Digital Health – North America for Siemens Healthineers. In his successful 24+ year career in healthcare, he has held several executive management positions in sales, marketing and innovation, specifically focused on introducing new and emerging technologies to the healthcare market, including solutions in Imaging IT, 3D Advanced Visualization, Data Analytics, Digital Ecosystems and Artificial Intelligence. Peter is an industry leader in Healthcare Imaging IT, engaging with major health providers and leading technology partners and routinely speaking at healthcare conferences and events. A graduate of Johns Hopkins University with degrees in Biomedical Engineering and Mathematical Sciences, Peter currently resides in Silicon Valley.

SUMMARY OF QUALIFICATIONS

- Expertise in developing sales/marketing strategy for product positioning, marketing complex software solutions and capturing new customers with leading digital innovations, including Imaging IT, Data Analytics, Digital Ecosystems and Artificial Intelligence
- Experience in business management for introduction of software solutions to the healthcare market, including product positioning, business strategy and customer value propositions
- Proficient in driving end-user customer adoption across the healthcare market, including pre-sales, implementation and post-sales customer support with focus on development of utilization and usage metrics, standardize clinical and technical delivery of new installations and attaining driving overall customer satisfaction
- Successful sales manager and individual contributor in developing healthcare markets, including establishing long-term partnership contracts with major enterprise health systems and networks
- Recognized healthcare industry expert with global speaking experience at industry conferences, education and customer events
- Comfortable with all aspects of developing technology, including software services, network and server infrastructure, mobile solutions and emerging technical and clinical applications

SKILLS AND ACCOMPLISHMENTS

- Speaker or Panelist at Major Health Conferences and Tradeshows (HIMSS, RSNA, AAMI, AAPM, ASRT, Health 2.0, etc.)
- Healthcare Digital Transformation Expert in several Global Podcasts, Video Blogs and Educational Webinars
- Regular spokesperson for media and press coverage events with Healthcare Providers and Industry Partners
- Successfully launched Siemens Advanced Visualization (2009), Imaging Analytics Platforms (2015) and dedicated Artificial Intelligence Platforms (2019) in US Market
- Coordinated and facilitated CME-certified International Cardiac CTA Courses at King Fahad Hofuf Hospital (2015) and King Fahad Jeddah Hospital (2016) in Saudi Arabia for over 50 physicians and technologists
- National Partner Speaker for the Apple Healthcare Briefing Roadshow over multiple customer events and engagements
- Participant in select management and career development programs, including Siemens Leadership Excellence (SLE), Lean Leadership (Six Sigma), Clinical-Operational-Financial (COF) Value Selling, Healthcare Development Center, Top Talent, Learning Campus and Management & Mentoring programs
- Advisor and Mentor for several Undergraduate and Business School Students (Penn State, Temple, Johns Hopkins, Cornell)
- Medical Journal Published Clinical Research, Long-Term Technical Industry Expertise, Strategic Business Acumen

EXPERIENCE

- Siemens Healthineers, Head of Digital Health – North America   February 2022 – Present
  Senior Vice President and General Manager of Digital Health business in North America. Responsible for overall Digital Health business with focus on Innovation, Business Development, Emerging Markets, Strategy & Commercialization, Business Management, Sales Operations, Sales Support and Customer Excellence.

- Siemens Healthineers, Vice President of Innovation & Digital Business   July 2020 – February 2022
  Driving the digital transformation of healthcare through new and emerging technologies and platforms. Defining the healthcare digitalization strategy through the development of new solutions and partnerships. Exploring customer collaborations and initial commercialization of digital solutions. Responsible for order volume and revenue across established digital businesses.

- Siemens Healthineers, Vice President of Business Development – Digital Services   October 2018 – July 2020
  Responsible for commercially incubating new digital solutions to ensure product and process maturity before transitioning to commercial digital teams. Coordination with commercial sales team, business managers, product management and solution partners to devise plans for early stage solution pilots and early adopters. Managed team feeding product requirements back to product teams and sales playbooks for commercial digital sales team.

- Siemens Healthineers, Director of Sales & Consulting – Digital Health Services   October 2015 – October 2018
  Introduction of new cloud-based imaging data analytics platform to the healthcare market focused on connecting imaging data, comparing performance data to benchmarks and collaborating with healthcare professionals worldwide to transform toward value-based care.

- Siemens Healthcare, Director of Consulting – Advanced Visualization   October 2014 – March 2016
  Medical Imaging IT - Advanced Visualization
  Responsible for End-User Customer Adoption of 3D Advanced Visualization product line across the US market. Objectives include Pre-Sales, Implementation and Post-Sales Customer Support, Development of Utilization and Usage Metrics, Standardize Clinical Delivery of New Implementations and Drive Overall Customer Satisfaction.

- Siemens Healthcare, National Sales Director – Advanced Visualization   October 2012 – October 2014
  Medical Imaging IT - Advanced Visualization
  Responsible for the Sales and Management of 3D Advanced Visualization product line across the US market. Objectives include Driving Market Share, Customer Satisfaction and Profitability across the Siemens Healthcare sales organization.

- Siemens Healthcare, Zone Sales Director – Medical Imaging IT   April 2012 – October 2012
  Medical Imaging IT
  Responsible for the Sales and Management of Radiology, Cardiology and 3D Advanced Visualization Product Lines Across (13) States in the Western US. Key Objectives include Driving Market Share, Customer Satisfaction and Profitability.

- Siemens Healthcare, Zone Business Manager – Image & Knowledge Management   October 2009 – March 2012
  Image & Knowledge Management - Advanced Visualization
  Introductory rollout of new imaging solution to healthcare market and Customer Solutions Group organization with development of sales strategy, go-to-market business plan and initial alpha/beta customers.

- Siemens Healthcare, Product Sales Executive – Image & Knowledge Management   June 2000 – October 2009
  Image & Knowledge Management - RIS/PACS
  Successful sales executive, six time sales award winner, selected Learning Campus @ Med Management Training Pilot Program Participant, Leadership Excellence Speaker, ISO2001 Participant and Management and Mentoring (M2) Program Participant

- Siemens Healthcare, Graduate Sales Training Program – Imaging   July 1999 – May 2000
  Selected participant of formal imaging modality training and hands-on experience through product technical training, selling skills training courses and special project assignments

- IBM, Analyst – Disk Drive Volumes & Capacities   Summer 1997, Summer 1998
  Assisted in the worldwide inventory, capacity, and volume management of hard disk drive components for IBM's Storage Systems Division Headquarters. Developed automated data entry system to consolidate worldwide hard disk drive production data. Created key forecasting technology models utilizing current market data and production schedules for management of manufacturing production plants. Created revenue forecasting technology models relating current production levels to potential profit yields. Developed plant-wide, multi-level disk drive production database at manufacturing headquarters plant site in San Jose, California for utilization in forecasting models

- Mayo Clinic, Research Assistant – Anesthesia Research   February 1992 – May 1995
  3 Published Medical Journal Articles, 5 Published Medical Abstracts
  Conducted and assisted in human physiology medical experiments in cardiovascular and neurological effect of local muscle blood flow. Investigated the role of nitric oxide during mental stress by development of a computerized mental stressor. Conducted comparison of blood flow measuring devices with results impacting current hemodynamic research field. Developed invasive technique of measuring blood flow through thermodilution. Conducted study in the effects of muscle mass and aging on hemodynamic responses. Created and assisted in development of computerized data recording and real-time analysis of physiological responses. Created 'virtual' medical instruments utilized in the measurement of simple physiological responses and control sequences in tissue bath protocols.

EDUCATION
- Bachelor of Science, Biomedical Engineering, Johns Hopkins University – 1999
- Bachelor of Science, Mathematical Sciences, Johns Hopkins University – 1999

PUBLICATIONS
- July 1998: "Reduced leg blood flow during dynamic exercise in older endurance-trained men", DN Proctor, PH Shen, NM Dietz, TJ Eickhoff, LA Lawler, EJ Ebersold, DL Loeffler, MJ Joyner, Journal of Applied Physiology (https://doi.org/10.1152/jappl.1998.85.1.68)
- February 1998: "Influence of age and gender on cardiac output-V˙o 2 relationships during submaximal cycle ergometry", DN Proctor, KC Beck, PH Shen, TJ Eickhoff, JR Halliwill, MJ Joyner, Journal of Applied Physiology (https://doi.org/10.1152/jappl.1998.84.2.599)
- September 1996: "Peak calf blood flow estimates are higher with Dohn than with Whitney plethysmograph", DN Proctor, JR Halliwill, PH Shen, NE Vlahakis, MJ Joyner, Journal of Applied Physiology (https://doi.org/10.1152/jappl.1996.81.3.1418)

SPEAKING ENGAGEMENTS

- October 2023: Panelist, Frost & Sullivan's Growth Council Think Tanks, "Navigating the Healthcare IT Transformation: Strategies and Best Practices" (https://frost.ly/99s)
- September 2023: Panelist, "Center for AI in Radiological Sciences Symposium: Artificial Intelligence in Healthcare", University of Louisville (https://louisville.edu/medicine/departments/radiology/cairs/news-events)
- September 2023: Podcast Interview, CIO Exchange, "Data Challenges and AI Opportunities in Healthcare" (https://cio.vmware.com/2023/09/data-challenges-and-ai-opportunities-in-healthcare-with-peter-shen-head-of-digital-health-north-america-at-siemens-healthineers.html)
- August 2023: Panelist, "Teleradiology: Ensuring Dependable Workflow for Remote Radiologists", VMware Explore 2023 (https://event.vmware.com/flow/vmware/explore2023lv/content/page/catalog?tab.contentcatalogtabs=1627421929827001vRXW&search=Shen)
- August 2023: Panelist, "Unleashing the Potential of AI in Healthcare for Improving Access and Quality of Care", VMware Explore 2023 (https://event.vmware.com/flow/vmware/explore2023lv/content/page/catalog?tab.contentcatalogtabs=1627421929827001vRXW&search=Shen)
- July 2023: Podcast Interview, Health and Explainable AI Podcast, "Peter Shen on Pitt HexAI" (https://podcasts.apple.com/us/podcast/health-and-explainable-ai-podcast/id1670034411?i=1000618911538)
- May 2023: Podcast Interview, So You Want to Transform Healthcare, "Predictive AI to Personalize Complex Medical Care" (https://health2047.libsyn.com/predictive-ai-to-personalize-complex-medical-care)
- April 2023: Podcast Interview, The Digital Health Roundtable, "Digital Twinning and Pioneering Breakthroughs:: Siemens Healthineers with Peter Shen" (https://open.spotify.com/episode/2buhhAeeSwJ8fmogD74D56?si=dVPkUUjeTbyT_WE0aYzB9Q&nd=1)
- April 2023: Video Interview, The Imaging Wire Show, "Using Data to Improve Radiology Efficiency" (https://www.youtube.com/watch?v=vlQGHa9EssM)
- March 2023: Video Interview, DOTmed HealthCareBusiness News, "Five Minutes in Healthcare - Peter Shen" (https://www.dotmed.com/news/story/60151)
- March 2023: Podcast Interview, AI Business Podcast, "Siemens Healthineers' Head of Digital Health on AI in Health Care" (https://open.spotify.com/episode/1BAd2hPI0y7IbxdbRnY7fw?si=4Sf9Wn9qQNuW22i5uY4KTg&nd=1)
- March 2023: Podcast Interview, The Digital Health Roundtable, "A Special Lens for AI in 2023 :: Peter Shen with Siemens Healthineers" (https://podcasters.spotify.com/pod/show/digital-health-roundtable/episodes/A-Special-Lens-for-AI-in-2023--Peter-Shen-with-Siemens-Healthineers-e1v4mvt)
- March 2023: Panelist, "Medical Imaging Using Artificial Intelligence", American Society of Radiologic Technologists (ASRT) (https://www.pathlms.com/asrt/courses/46577/webinars/31895)
- February 2023: Speaker, "The next big thing in advancing digital transformation in healthcare", Siemens Healthineers (https://www.youtube.com/watch?v=ohYdn5BJnI8)
- November 2022: Speaker, "Siemens Healthineers Shape 23 Keynote", Siemens Healthineers (https://events.siemens-healthineers.com/shape-keynote)
- May 2022: Panelist, "AI/ML in Healthcare Symposium", University of Pittsburgh (https://www.cmmr.pitt.edu/news/university-pittsburghs-center-military-medicine-research-hosted-aiml-healthcare-symposium)
- May 2022: Speaker, "Next Steps in the Digital Transformation of Healthcare", Health Care Industry Advisory Council (HCIAC), American Society of Radiologic Technologists (ASRT) (https://foundation.asrt.org/what-we-do/hciac-corporate-roundtable)
- November 2021: Panelist, "The future of medical imaging: Big data, cloud computing, and the potential of AI", Microsoft Corporate Symposium at RSNA (https://msevents.microsoft.com/event?id=3029832418)
- November 2021: Panelist, "Expanding Access to Healthcare and Wellness", LG Nova Mission Launch (https://missionlaunch.lgnova.com/sessions/healthcare)
- September 2021: Panel Moderator, "Artificial Intelligence in MRI: Clinical opportunities and operational excellence", Siemens Healthineers AI in MR Podcast (https://www.siemens-healthineers.com/en-us/magnetic-resonance-imaging/technologies-and-innovations/ai-in-mri)
- August 2021: Speaker, "Accelerate Digitalization and Growth with Cloud Platform Technology", Healthcare Information and Management Systems Society (HIMSS) Annual Meeting (https://www.himss.org/global-conference/session-accelerate-digitalization-and-growth-cloud-platform-technology)
- August 2021: Panel Moderator, "Building Resiliency in Your Radiology Practice", American Healthcare Radiology Administrators (AHRA) Annual Meeting (https://www.ahra.org/AHRA/AHRA_Conferences/Upcoming_Events/Annual_Meeting/AHRA/AnnualMeeting/AnnualMeeting_Established_Leaders_Track_2021.aspx)
- July 2021: Interview, insight.tech, "The Accelerated Digitization of the Healthcare Industry", IoT Chat Podcast (https://www.insight.tech/podcasts/digitize-healthcare-faster-with-siemens-healthineers-2)
- March 2021: Panelist, "Artificial Intelligence: Forging New Frontiers to Improve Healthcare Delivery and Management", Moffitt Cancer Center Business of Biotech 2021 (https://moffitt.org/research-science/innovation/office-of-innovation/business-of-biotech/business-of-biotech-2021/)
- March 2021: Panelist, "Protecting those who protect others – in Times of COVID-19 and Beyond", European Congress of Radiology (ECR) Annual Meeting

- March 2021: Innovation Talk, "Enabling Healthcare Providers Digital Transformation with One Digital Health Platform", European Congress of Radiology (ECR) Annual Meeting
- January 2021: Expert, "How Leading Innovative Organizations Use Artificial Intelligence to Maximize Performance", Intelligent World Education Series (https://cloud.success.intelligentworld.org/intel-1?source=orgTW2)
- December 2020: Innovation Talk, "Six Steps for Building Resiliency in Your Radiology Practice", Radiological Society of North America (RSNA) Annual Meeting
- November 2020: Innovation Talk, "Enabling Healthcare Providers Digital Transformation with One Digital Health Platform", Radiological Society of North America (RSNA) Annual Meeting
- October 2020: Podcast Interview, Canadian Government Executive Radio, "The Future of AI in Healthcare" (https://podcasts.apple.com/ca/podcast/the-future-of-ai-in-healthcare/id1183006119?i=1000495567916)
- September 2020: Speaker, "Practical Implications of Healthcare Digitalization", Health Care Industry Advisory Council (HCIAC), American Society of Radiologic Technologists (ASRT) (https://foundation.asrt.org/what-we-do/hciac-corporate-roundtable)
- July 2020: Speaker, "AI & the Transformation of Diagnostic Imaging", Association for the Advancement of Medical Instrumentation (AAMI) Summer Learning Series AI-AR/VR (https://www.aami.org/detail-pages/press-release/aami-launches-online-summer-learning-series)
- February 2020: Podcast Interview, Dez Blanchfield, "Conversations with Dez" (https://soundcloud.com/dez_blanchfield/conversations-with-dez-talking-with-peter-shen-vp-business-development-siemens-healthineers)
- December 2019: Speaker, "Artificial Intelligence: Implications for Advanced Imaging & Precision Medicine", Vizient University Health System Consortium (https://www.vizientinc.com/our-networks/vizient-member-networks/networks-for-academic-medical-centers)
- October 2019: Interview, Intel Customer Spotlight Live Webinar with Siemens Healthineers (https://newsroom.intel.com/news-releases/media-alert-intel-customer-spotlight-live-discussion-siemens-healthineers/)
- July 2019: Speaker, "Artificial Intelligence: Implications for Advanced Imaging & Precision Medicine", American Healthcare Radiology Administrators (AHRA) Annual Meeting (https://www.ahra.org/AHRA/AnnualMeeting/AHRA_2019_in_Denver_CO.aspx)
- June 2019, Speaker, "Artificial Intelligence: Implications for Advanced Imaging & Precision Medicine", American Healthcare Radiology Administrators (AHRA) Philadelphia Chapter Meeting (https://www.ahra.org/AHRA/LocalMeetings/AHRA_Philadelphia_PA_Area_Meeting.aspx)
- April 2019: Speaker, "Artificial Intelligence: Implications for Advanced Imaging & Precision Medicine", Vizient Business Connections Summit Imaging Council Meeting (https://www.vizientconnectionssummit.com/)
- October 2018: Speaker, "Using Analytics for Quality & Process Improvement in Imaging", Children's Hospital Association (CHA) Annual Meeting (https://www.childrenshospitals.org/Events/Conferences-and-Meetings)
- July 2018: Panelist, "CT Intensive II: Dose Monitoring Hands-On Workshop", American Association of Physicists in Medicine (AAPM) Annual Meeting (https://w3.aapm.org/meetings/2018AM/programInfo/programSessions.php?t=all&sid=7781)
- October 2017: Speaker, "The Changing Face of Healthcare", Johns Hopkins University, Life Design Lab (https://www.youtube.com/watch?v=Z1kErhLlXXc)

WRITTEN MEDIA
- July 2023: Health IT, "Siemens Healthineers digital chief on what ChatGPT and other AI might mean for healthcare" (https://www.healthcareitnews.com/news/siemens-healthineers-digital-chief-what-chatgpt-and-other-ai-might-mean-healthcare)
- June 2023: LinkedIn, "AI is the Future of Healthcare...Here's How We Get There" (https://www.linkedin.com/pulse/ai-future-healthcareheres-how-we-get-peter-shen)
- May 2023: Medtech Insight, "White House Takes Steps To Advance 'Responsible' AI That 'Upholds Democratic Values'" (https://medtech.pharmaintelligence.informa.com/MT147951/White-House-Takes-Steps-To-Advance-Responsible-AI-That-Upholds-Democratic-Values)
- March 2023: Healthcare IT News, "Siemens Healthineers digital chief on what ChatGPT and other AI might mean for healthcare" (https://www.healthcareitnews.com/news/siemens-healthineers-digital-chief-what-chatgpt-and-other-ai-might-mean-healthcare)
- January 2023: Journal of Medical Internet Research, "Advancing Digital Health Innovation in Oncology: Priorities for High-Value Digital Transformation in Cancer Care" (https://www.jmir.org/2023/1/e43404/)
- December 2022: VentureBeat, "Healthcare AI is advancing rapidly, so why aren't Americans noticing the progress?" (https://venturebeat.com/ai/healthcare-ai-is-advancing-rapidly-so-why-arent-americans-noticing-the-progress/)
- December 2022: Analytics Insight, "Healthcare AI is Still Playing a Meek Underdog! Can it Ever Make a Dent" (https://www.analyticsinsight.net/healthcare-ai-is-still-playing-a-meek-underdog-can-it-ever-make-a-dent/)
- November 2022: Asher Orion LLC, "Insiders Perspective into the FDA's AI/ML List for the Healthcare Buyers Looking to Activate an AI Strategy" (https://www.asheroriongroup.com/post/perspective-on-fda-ai-ml-list)
- October 2022: HealthCare Business News, "AI's still-to-do list" (https://www.dotmed.com/viewer/102022/?utm_campaign=2022-10-10&utm_source=Magazine+Advertising&utm_medium=email#page=66)
- October 2022: elnion.com, "Personalised Healthcare, one algorithm at a time with Siemens Healthineers" (https://elnion.com/2020/03/13/creating-personalised-healthcare-one-algorithm-at-a-time-at-siemens-healthineers/)

- April 2022: Imaging Technology News, "Reimagining Health at HIMSS22" (https://www.itnonline.com/article/reimagining-health-himss22)
- April 2022: Diagnostic and Interventional Cardiology, "Reimagining Health at HIMSS22" (https://www.dicardiology.com/article/reimagining-health-himss22)
- November 2021: The Radiology Landscape after COVID-19: Summary of the 2021 AUR Academic Radiology and Industry Leaders Roundtable (https://www.sciencedirect.com/science/article/pii/S1076633221003834?dgcid=rss_sd_all
- August 2021: Imaging Community Exchange (ICE) AI Cover Story (https://theicecommunity.com/where-in-the-hype-cycle-is-radiology-ai/)
- November 2020: Imaging Technology News, "FDA Clears AI-Rad Companion Organs RT Intelligent Software Assistant from Siemens Healthineers" (https://www.itnonline.com/content/fda-clears-ai-rad-companion-organs-rt-intelligent-software-assistant-siemens-healthineers)
- November 2020: DOTmed, "FDA clears AR-Rad Companion Organs RT intelligent software assistant from Siemens Healthineers" (https://www.dotmed.com/news/story/53227)
- November 2020: BioWorld MedTech, "Siemens Healthineers wins FDA nod for AI-based radiation therapy planning tool" (https://www.bioworld.com/articles/500754-siemens-healthineers-wins-fda-nod-for-ai-based-radiation-therapy-planning-tool?v=preview)
- October 2020: DOTmed, "Faster, safer, better: The latest in CT technology" (https://www.dotmed.com/news/story/52565?p_begin=4)
- September 2020: Imaging Technology News, "Technology is Driving the MRI Market" (https://www.itnonline.com/article/technology-driving-mri-market)
- August 2020: BioWorld MedTech, "Siemens Healthineers gets FDA nod for AI-based MRI interpretation tools" (https://www.bioworld.com/articles/496846-siemens-healthineers-gets-fda-nod-for-ai-based-mri-interpretation-tools?v=preview)
- August 2020: Diagnostic Imaging, "FDA Clears Two Siemens Healthineers AI-Based MRI Interpretation Tools" (https://www.diagnosticimaging.com/view/fda-clears-two-siemens-healthineers-ai-based-mri-interpretation-tools)
- August 2020: DOTmed, "FDA gives nod to Siemens' AI-based MR interpretation assistants" (https://www.dotmed.com/news/story/52255)
- August 2020: Imaging Technology News, "FDA Clears AI-based MRI Interpretation Assistants from Siemens Healthineers" (https://www.itnonline.com/content/fda-clears-ai-based-mri-interpretation-assistants-siemens-healthineers)
- August 2020: Medical Product Outsourcing, "FDA Clears Siemens Healthineers AI-Based Software" (https://www.mpo-mag.com/contents/view_breaking-news/2020-08-20/fda-clears-siemens-healthineers-ai-based-software/)
- August 2020: Radiology Business, "FDA clears Siemens' AI assistants" (https://www.radiologybusiness.com/topics/artificial-intelligence/abr-online-testing-help-simonmed-ai-radiology-vendor)
- June 2020: Business Insider, "Glassbeam Expands Partner Ecosystem to Include Siemens" (https://markets.businessinsider.com/news/stocks/glassbeam-expands-partner-ecosystem-to-include-siemens-healthineers-1029332978)
- November 2019: Healthcare-in-Europe, "Healthcare: confidence in cloud computing grows" (https://healthcare-in-europe.com/en/news/healthcare-confidence-in-cloud-computing-grows.html)
- October 2019: Imaging Technology News, "Diversity Reigns at AHRA 2019" (https://www.itnonline.com/article/diversity-reigns-ahra-2019)
- September 2019: Blog Feature, Imaging Technology News, "Ask What AI Can Do For You — And Your Patient" (https://www.itnonline.com/content/blogs/greg-freiherr-industry-consultant/ask-what-ai-can-do-you-%E2%80%94-and-your-patient)
- September 2019: DOTmed, "FDA clears first modules of Siemens' AI-RAD Companion Chest CT" (https://www.dotmed.com/news/story/48691)
- July 2019: Imaging Technology News, "How Artificial Intelligence Might Impact Radiology" (https://www.itnonline.com/article/how-artificial-intelligence-might-impact-radiology)