











NANCY GERTRUDIZ

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 nancy.gertrudiz@gmail.com
 @ngertrudiz

PROFESSIONAL AREA

 e-Health
 m-Health
 Biomedical Engineering
 Business Administration

LANGUAGES

 French ★★★★★
 English ★★★★★
 Portuguese ★

eHEALTH PROFESSIONAL



Transforming complex healthcare business problems into focused data support decision solutions. Building innovative teams, which leverage best practices in organizations and open new profit opportunities.

PROFESSIONAL HISTORY

Co-founder and chief technical officer in startup @CARES 2012 - current

- Coordinating designing, developing semantic and collaborative knowledge information platform on cloud for quality and regulatory compliance in healthcare. First operational release in 6 months.
- Expand portfolio of services for SME in food industry in 12 months.
- Delivery cloud services in 18 months.
- Managing project and integrating a team of 15 coworkers.
- Defining business vision, formulating plan and strategy.
- Closing business partner agreement with Canadian company.

Co-founder and General Director in startup @BME Systems S.C. 2009 - 2012

- Designing a portfolio of eHealth services in 12 months.
- Designing assessment methodology for technological clusters in eHealth in Mexico in 4 months.

eHealth project manager @CINVESTAV 2008 - 2009

- Managing national healthcare interoperability project. Designing and develop prototype including 3 EHR models.
- Advisor for Electronic Health Record analysis in Social Security Services (IMSS).
- Coordination of EHR and interoperability in Mexico. Legal report.




e-Health Director @Ministry of Health-CENETEC 2006 - 2008

- Developing the master plan to implement telemedicine services.
- Allocating budget for national telemedicine initiatives \$1.8 MUSD.
- Developing and publish the first national telemedicine guidelines.
- Establishing international collaboration (UN, OPS, CEPAL, EU, BID).





Telemedicine project leader @Ministry of Health-CENETEC 2003 - 2006

- Obtaining funds for telemedicine projects.

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- Supporting, coordinating and managing Annual National Conferences on e-Health and Workshops.
- Establishing standards for telemedicine acquisition equipment and services.

Health Information Technology Consultant @Ministry of Health-CENATRA 2002 - 2003

- Designing and developing portal for organ waiting list.

Laboratory information manager @CARPERMOR 1999 – 2001

- In-house implementation of Laboratory Information System. Deployment and tuning in 12 months.
- Developing IT forecasting and master plan for next generation LIS.
- Establishing intranet and extranet model for laboratory services in 6 months.
- Designing and developing interoperability between laboratory analyzers in 6 months.
- Participating as a member of ISO-9000 working group

EDUCATION

Master degree in information technology law (intellectual property) @INFOTEC 2015 - current
Biomedical Engineering bachelor's degree @IPN-Unidad Profesional Interdisciplinaria de Biotecnología 1989 - 1995
Diplôme du Baccalauréat Technologique F2 – Electronique @Licée Fraco Mexicain 1988





TRAINING

Mobile Health Without Borders @Stanford Online 2014
Protégé Short Course @Stanford 2014
Ontology and Imaging Informatics @University of Buffalo 2014
Basic training in android applications @IPN - ESCOM 2013
RADAR as a Research Resource Workshop @JHU Carey School of Business 2013
Design Thinking and Wireless Health Workshop @JHU Carey School of Business 2013
Latin-America Mobile Strategy International Symposium @QUIPU 2011
Mobile Technologies for Healthcare based on Open Source Latin-America Meeting @IMeCA 2010
Mexican Technopreneur Programme @IPN – CfEL – Cambridge University 2009





OTHER POSITIONS AND ACTIVITIES

Coordinator and tutor in mobile training in healthcare @IPN – ESM – CUDI - Mozilla 2015 - current
Health Community Coordination @CUDI 2012 - current
e-Endoscopy Coordination Project (Japan – Mexico – LATAM) 2013 - current

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@CUDI

Member of ISO-TC 215 Medical Informatics 2013 - current
Tutor in Telehealth Distance Course (IDB) @UFMG - CETES 2012
Report for e-health for laboratory and medical imaging website. 2011
WHO Internship (1 month).

HONORS

Acknowledge for participation in Telemedicine Projects in Latin-america @UFMG 2013
Acknowledge for contributions to Latin-American & Caribbean Chapter. Founding member @ATALAC 2005

PUBLICATIONS

Gertrudiz, N. (2011). e-Health policies, programmes and projects in Mexico. In Fernández (Ed.) eHealth in Latin America and the Caribbean: progress and challenges (pp. 83-103). ECLAC.
Gertrudiz, N. (2013). Desarrollo de la sociedad de la información y el proceso de incorporación de recursos de telesalud: un enfoque general en Fernández (Ed.) Desarrollo de la telesalud en América Latina. Aspectos conceptuales y estado actual (pp. 41-47). CEPAL.
Gertrudiz, N. Velázquez, A. Pacheco, L. Acosta, G. Silva, M. (2008) Telesalud y cirugía en Bernal (Ed.) Telemedicina y su impacto en la cirugía. Clínicas Quirúrgicas de la Academia Mexicana de Cirugía.

LECTURES & INVITED SPEECHES

The science of data, collaboration and co-creation of development of glycobiology. 3er Congreso Latinoamericano de Glicobiología. @Red Temática CONACYT Glicociencia en Salud. 2015
Innovación: respuesta eficaz para la gestión del sistema de calidad. Jornadas Académicas de Químicos del INER @INER 2015
Taller: Informática Médica como Herramienta para el Laboratorio Clínico. Jornadas Académicas de Químicos del INER @INER 2015
Open Source Aplicado a la Salud. Festival Latinoamericano de Instalación de Software Libre @ IPN - ESCOM 2015
Tecnologías de la Información en Salud. Jornadas Médicas de Certificación y Administración Hospitalaria @Hospital General de Irapuato 2014
e-Health Experiences. Panel moderator. Cartagena Telemedicine Conference. 2012