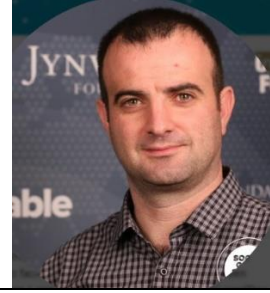


## JORDI SERRANO PONS

Founder of UniversalDoctor. Listener and Speaker of Innovation & Health. HIMSS top 50 Health IT leaders in Europe

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Dr. Jordi Serrano Pons is a General Practitioner and the founder and CEO of UniversalDoctor, a social enterprise developing award-winning applications to facilitate multilingual communication between health care professionals and patients that don't share a common language. Most recently UniversalDoctor won the United Nations World Summit Award for Global Champion of the mHealth category. Jordi is also the Co Founder of Zero Mothers Die, an innovative global public-private partnership initiative focused on reducing maternal mortality through the systematic use of ICTs and mobile health solutions.

Recently he has been included in the Future50 HIMSS Europe: Supported by IBM Watson Health, is a new initiative by HIMSS Europe that aims to identify and bring together the top 50 Healthcare IT leaders in Europe

Jordi is a widely recognized and active participant in the digital health and innovation field, both in Europe and abroad. He has been consulting as a Health and Innovation Consultant to the World Health Organization (WHO), where he has coordinated the development and implementation of different mobile data health applications and supported the World Health Organisation Innovation Group.

In addition, Jordi serves as Innovation Consultant for various entities, including Fira Barcelona (host of the annual Mobile World Congress) and healthcare organizations in Spain, and is now a Grand Jury member of the World Summit Award. Through his work, Jordi collaborates with a number of regional and national governments at the European level and has been a Speaker at notable events specifically focusing on health and technology, including Health 2.0, Convergence Summit, MIHealth, Mobile World Congress and more.

Jordi studied medicine and specialized in Family Medicine. He also holds a Master's degree in Health and Environment and a Postgraduate degree in International Studies from the University of Barcelona. He currently resides in Geneva, Switzerland and Barcelona, Spain.