



## Marcelo Lamego

Founder and CEO - True Wearables

Rancho Santa Margarita, California, United States

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True Wearables

Stanford University

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## About

Marcelo Malini Lamego is currently with True Wearables, Rancho Santa Margarita, CA. Throughout his career, he concentrated his efforts on the development of medical technologies and products. He is an inventor on more than 100 patents related to optimization and signal processing, devices, sensors and patient monitoring technologies, and author on more than 30 peer-reviewed journal and international conference articles in the areas of Automatic Control and Optimization, Adaptive Systems, Machine Learning and Neural Networks, Artificial Intelligence, Power Electronics, and Mossbauer Spectroscopy applied to environmental control. Marcelo holds a Ph.D.



## Experience



### Founder and CEO

True Wearables

Aug 2014 - Present · 8 years 4 months

29826 Avenida de Las Banderas, Suite 300, Rancho Santa Margarita CA 92688

Develops data/model-based algorithms, HW/SW, and PD/ID, and leads product development, manufacturing, commercialization, regulatory certifications, and clinical affairs.

About True Wearables:

True Wearables is a medical device company based in California that designs and manufactures low-cost, reliable, fully disposable, and wireless devices that are disrupting the medical industry and making the world a better place.

Oxxiom is True Wearables' first product and is the world's...

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### R&D

Apple

Jan 2014 - Jul 2014 · 7 months

Cupertino, CA

Worked in the Apple Watch project. Activities included:

- (1) Produced and authored key intellectual property related to bio-sensing under the form of several issued patents (US9723997, US9952095, US10078052, US10219754, US10247670, US10524671, US11009390);
- (2) Defined required resources for current and future bio-sensing functionalities;
- (3) Selected and hired scientists and engineers;
- (4) Proposed and reviewed hardware and algorithm architectures, and advised team regarding bio-sensing functionalities;
- (5) Negotiated and signed contract with large local university for data collection on human subjects to model the interaction between the subjects' physiology and bio-sensing technology.

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2006 - Jan 2014 · 8 years

189 Technology, Irvine CA 92618

Responsible for the engineering team and Cercacor's research and product development. Developed the Pronto-7, a FDA/CE approved noninvasive hemoglobin meter sold worldwide by Masimo Corp and recipient of:

- (1) The 2011 Medical Design Excellence Award;
- (2) The 2011 iF Product Design Award;
- (3) The 2011 TechAmerica High-Tech Innovation Award;
- (4) The 2011 World Health Organization Innovative Medical Technology (cost-effectively address global health concerns and needs);
- (5) The...

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## Research Scientist

Masimo

Jan 2003 - Nov 2006 · 3 years 11 months

50 Parker, Irvine, CA 92618

Leading scientist in the development of the Rainbow Technology and of the first FDA/CE approved noninvasive carboxyhemoglobin and methemoglobin meter Rad-57, currently being sold worldwide by Masimo Corp and recipient of:

- (1) The 2006 Medical Design Excellence Award;
- (2) The STA 2006 Application of Technology Award;
- (3) The 2006 AEA Innovative Medical Technology Award.

This technology required mathematical concepts in several fields, ranging from optimal control theory and...

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## Professor

Universidade de São Paulo

Jan 2002 - Dec 2002 · 1 year

MBA in Management and Product Engineering - PECE program

Taught during two semesters a graduate course entitled "Strategic Consulting for



## Management Consultant

The Boston Consulting Group

Jan 2001 - Dec 2002 · 2 years

Sao Paulo, Brazil

Worked in several projects in the areas of energy, technology, banking, new investment opportunities, and pharmaceuticals, mainly helping a pharmaceutical company on market assessment of various highly specialized drugs (HIV, Cancer, Hepatitis, etc.).

Completed The Boston Consulting Group 2001 Business Essentials Program at Babson College Wellesley, MA. Program instructors included several Senior BCG members and Harvard Business School professors, and Prof. Clayton M. Christensen, author...

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## Algorithm Engineer

Masimo

2000 - 2000 · less than a year

Irvine, CA

Developed estimation algorithms, simulation tools, and experimental clinical data collection setups for the noninvasive measurement of blood constituents.

## Assistant Professor (tenured)

Ufes - Universidade Federal do Espírito Santo

Jan 1994 - Aug 1996 · 2 years 8 months

Electrical Engineering Department, Vitoria, ES, Brazil

Taught undergraduate semester courses in Automatic Control (Classic and Modern), Electronics and Electrical Circuits II, with twice a week lectures (2 hours each with 40 to 60 students), and weekly laboratory sections (smaller number of students).

Member of the Power Electronics Laboratory (LEPAC), conducting research in Automatic Control and Power Electronics (results published in 20+ papers in international conferences and journals), and supervising senior students on their final graduation...



### NHL Hogeschool

Feb 1993 - Aug 1993 · 7 months

Leeuwarden, The Netherlands

Developed a fuzzy logic laboratory comprising of laboratory-scale experiments /setups for educational purposes, including an inverted pendulum, an interval fuzzy simulator for differential equations, and a high-performance motion control system using extremity fuzzy PID controllers. The results were published in a number of research-oriented conference papers.

### Co-founder

Hard Sistemas

Jul 1990 - Jan 1993 · 2 years 7 months

Vitoria, ES, Brazil

Projects Developed:

(1) Audio Switching Power Amplifier - developed as a prototype (the first of its kind), delivering over 1kW rms high-quality audio power. Patent was filed in the Brazilian Patent Office (INPI, 22/08/1991, # 103746-8)

(2) Hot Ductility Test Machine - Steel samples were subjected to controlled tension and temperature profiles and immediately frozen upon rupture to reproduce microstructure changes during the cold milling of large steel ingots. This test machine was...

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## Education

### Stanford University

Doctor of Philosophy (Ph.D.) · Electrical and Electronics Engineering, Dissertation: Neurointerfaces (Adviser: Bernard Widrow)

1996 - 2000

A neurointerface is a nonlinear filtering system based on neural networks (NNs) that serves as a coupler between a human operator and a nonlinear system or plant that is to be controlled or directed. The purpose of the coupler is to ease the task of the

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