

Shareef Mahdavi

Medical Device Strategic Marketing Expert

Shareef Mahdavi is president of **SM2 Strategic**. As President of SM2 Strategic, his expertise is in helping increase consumer demand for new medical devices and procedures.

For 25 years, Shareef Mahdavi has worked with established and start-up device companies and medical practices to create demand for new technologies. After directing VISX's commercial launch of the laser used in LASIK (now the most widely performed elective surgery procedure), he has helped clients including Alcon, Allergan, Bausch & Lomb and Carl Zeiss. A frequent speaker and author of over 100 publications, Shareef was recognized for his work to improve the customer experience for patients as the 2011 EMA Award recipient, given annually by Experience Economy authors Pine and Gilmore.

He also has a regular blog on customer experience, available at:

www.premiumexperiencenetwork.com.

Shareef is also a sought-after speaker for national medical conferences, corporate meetings, and employee events.



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There is no lack of innovative yet practical thinking when it comes to Shareef Mahdavi. He has a keen interest in constantly discovering compelling experiences and extracting lessons from them to share with his clients. Coupled with an in-depth knowledge of the everyday realities now confronting every medical practices, his perspective is invaluable in today's marketplace.

James H. Gilmore,

Co-Author, The Experience Economy