



**Pedro Adorno, MBA,
Acute Care Lead,
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Pedro Adorno is a healthcare executive, business development leader, and entrepreneur with more than 15 years of experience across medical technology, healthcare services, and strategic growth. Throughout his career, he has held leadership and commercial roles with organizations including Stryker, Siemens, Smith & Nephew, Biocomposites and is currently leading the Acute Care Go-to-Market campaign for CapExpert. Pedro has experience partnering with hospitals, health systems, ambulatory surgery centers, physicians, vendors, and healthcare executives to improve clinical outcomes, operational efficiency, and business performance.

He earned both his MBA in Risk Management and his bachelor's degree in Business Management and Economics from Saint Peter's University, where he was also an NCAA Division I baseball player and graduate assistant coach.

Pedro is the founder of MedSales Blueprint, an educational platform dedicated to developing the next generation of medical sales professionals, and the host of *Pedro Adorno's Expert Insights Podcast*, where he interviews influential leaders across healthcare, MedTech, business, and sales. His work focuses on the intersection of strategy, leadership, commercialization, and innovation, with an emphasis on helping organizations and professionals navigate an increasingly complex healthcare landscape.

Born and raised in Brooklyn, New York, and now based in the Atlanta area, Pedro brings a practical, relationship-driven perspective shaped by years of working alongside clinicians, hospital administrators, and healthcare executives. He is passionate about building meaningful partnerships, developing high-performing teams, and advancing ideas that improve the future of healthcare.