Bernardo Perez-Villa, MD, MSc

VP, Medical Affairs
Hello Heart

Dr. Bernardo Perez-Villa is a cardiologist by training with experience across clinical care, medical affairs, commercialization, and growth of medical technologies. He brings a rare combination of clinical insight, research experience, product development, and business acumen, with a track record of translating unmet healthcare needs into commercially viable solutions.

He currently serves as Vice President of Medical Affairs at Hello Heart, where he bridges clinical evidence, commercial strategy, and enterprise growth. He supports evidence generation, market positioning, strategic partnerships, and customer engagement to strengthen Hello Heart's role in digital cardiovascular care and demonstrate measurable value for patients, employers, and health plans.

Previously, Dr. Perez-Villa worked at Cleveland Clinic Innovations, where he served as Senior Engagement Partner for the Florida region. In that role, he evaluated more than 100 inventions from Cleveland Clinic caregivers and created DEDICARE (DEsigning Disruptive Innovations in HealthCARE), a 16-week CME-accredited program designed to train healthcare professionals to become inventors.

Earlier in his career, Dr. Perez-Villa was a Research Associate at Cleveland Clinic Florida's Heart, Vascular, and Thoracic Institute, where he supported the implementation of systems to standardize patient-reported outcomes. He also served as Chief Scientific Officer at Wellian Inc., where he led the development and validation of voice-assistant technology for clinical history collection and helped secure the company's first paying customer.

He has also held growth and advisory roles with early-stage health technology

companies, including Retain Health and eMerge Health. In addition, he mentors and advises startups across the U.S., Europe, and Latin America, with a focus on commercialization strategy, evidence generation, medical affairs, and U.S. market entry.

Dr. Perez-Villa holds an MD from the National University of Cuyo in Argentina, completed cardiology training at Hospital del Mar in Barcelona, and earned an MSc in Health Economics, Outcomes, and Management from the London School of Economics, and a Diploma in Statistics in Health Sciences from the Autonomous University of Barcelona in Barcelona, Spain.