

Izotropic Advisors



Dr. Shadi Shakeri
MD, FSBI, Advisor & Clinical
Consultant

Dr. Shakeri is a fellowship-trained radiologist specializing in breast imaging, including digital mammography, tomosynthesis, breast computed tomography, ultrasound, and magnetic resonance imaging. Dr. Shakeri has been in charge of the clinical aspects of Breast CT clinical trials since 2017 at UC Davis and has been working with Dr. John M. Boone on breast CT since 2009. Her work has included clinical study design, recruiting, speaking to patients, and viewing and evaluating breast CT images, making her a unique authority on the capabilities and validity of breast CT technology.



Dr. Craig Abbey
Ph.D, Advisor

Dr. Craig Abbey investigates visual tasks performed using medical or scientific images, and how task performance may be influenced by engineering parameters such as image processing or display. This area of research involves mathematical modeling of image properties and the human visual system as well as experimental work to validate these models in psychophysical studies. Results of this work are useful for better elucidating fundamental mechanisms of perception in the presence of stochastic variability and have applications to medical image processing and analysis.



Dr. Martin Yaffe
Ph.D., Member of the Order
of Canada, Advisor

Dr. Martin Yaffe is a medical physicist and imaging scientist at Sunnybrook Research Institute and Professor of Medical Biophysics at The University of Toronto. His research over the past 40 years has focused on the earlier detection, diagnosis and characterization of cancer. His lab pioneered the development of digital mammography and contrast-enhanced mammography, now used worldwide, and in collaboration with epidemiologist, Dr. Norman Boyd and multiple other collaborators, contributed to the understanding of breast density in its dual roles as a risk factor for breast cancer and in masking its detection in mammograms.



Dr. Norbert Pelc
D.Sc., Development &
Technology Advisor

Norbert Pelc is Professor of Radiology, Emeritus. His primary research interests are in the physics, engineering, and mathematics of diagnostic imaging and the development of applications of this imaging technology. His current work focuses on computed tomography, specifically in methods to improve the information content and image quality and to reduce the radiation dose from these examinations. He served on the first National Advisory Council of the National Institute of Biomedical Imaging and Bioengineering of the NIH. He is a member of the National Academy of Engineering and a Fellow of the American Association of Physicists in Medicine, the International Society for Magnetic Resonance in Medicine, the American Institute of Medical and Biological Engineering, and of SPIE.



Dr. Craig Shimasaki
Ph.D., MBA, Medical
Device Business Advisor

Dr. Shimasaki is a scientist, businessperson, author and entrepreneur. Having co-founded three biotechnology companies, his mission has been to bring medically needed products from research, clinical testing, and regulatory approval to the public so that more patients can benefit from important new advances. Over the last 35 years, his focus has been on the development of diagnostic and therapeutic products where he has worked with the FDA, conducted clinical trials, manufactured products, and helped to develop businesses. He has brought five products through the FDA 510(k) approval process and he has served in various roles at several companies, from director of project planning, vice president of research and development, chief operating officer, and chief executive officer.



Dr. Jeff Siewerdsen
Ph.D., Advisor

Dr. Siewerdsen is a Professor of Imaging Physics, Radiation Physics, and Neurosurgery and Co-Lead for Safety, Quality, and Access to Cancer Care at The University of Texas MD Anderson Cancer Center. His research over the last 25 years has focused on the development of new imaging technologies for diagnostic and image-guided procedures, particularly those involving cone-beam CT (CBCT), for which Dr. Siewerdsen is among the pioneers for systems in image-guided surgery and radiotherapy and has advanced several novel CBCT systems to first clinical application. Related work includes new imaging technologies, algorithms for 3D image reconstruction and registration, and the physics of 3D image quality.



Dr. Tao Wu
Ph.D., Advisor

Dr. Tao Wu worked on the development of the world's first DBT prototype and proved the technical and clinical advantages through clinical studies. He joined Hologic as a principal medical physicist to develop commercial DBT and FFDM products. Later he was assigned by Hologic to promote DBT in the Asia Pacific region and manage operations in China. After leaving Hologic, Dr. Wu founded DART Imaging in China. His extensive development, manufacturing, and commercialization experience will further strengthen Izotropic's efforts to supersede these established technologies with IzoView Breast CT.