Gregory Piefer  
*CEO, SHINE Medical Technologies*

**What is your favorite Madison/campus memory?**  
Many, many, many favorite positive memories! It would be a tie between when I was in the marching band and took the field and some of my graduate work; making progress in technology.

**What has helped you achieve success in your career?**  
UW Madison was good not just for my education. I was fortunate enough to be involved in professional development, as a graduate student and undergraduate student as well. The mentorship went beyond my education. And my network with friends and peers.

**Outside of class, what experiences did you find most meaningful?**  
As an undergrad, time in UW band. I was able to build many friendships and gain an attachment to the university.

**What excites you about the future of Engineering?**  
Our world has a huge number of problems to solve, potentially existential challenges going forward. The only way out is by engineers coming together, working to make the technology in lab applicable to the real world. It is indeed a challenge but exciting. New engineers are more accustomed to networking. I want to see the combination of communication and technical skills moving ahead.

**Besides engineering, do you have another passion you have pursued or would have liked to pursue given the time?**  
I did pursue Physics. Outside of technical, I enjoy CrossFit, running, and outdoor activities.

**Who was an influential peer/professor from your time at UW-Madison?**  
My graduate degree is in nuclear engineering, I had a lot of influential faculty and peers. Gerald Kulcinski was my graduate advisor, but there are no less than half a dozen faculty that created deep impact on my life. I still maintain my relationships with them.

**What are you most proud of in life? What is your greatest achievement?**  
This changes over time. Right now, it has to be the two companies I started and the success they’ve had. Wasn’t that long ago, I was just a grad student standing in a warehouse alone. I like bringing new technology to the real world. I’m very excited about what the companies have already achieved and I’m looking forward to more success for them.

**What would be your advice to current students? What do you wish you had known?**  
Don’t neglect your studies, get outside your comfort zone, meet new people. There are a lot of talented people at UW Madison. Meet more amazing people. We can do more together, rather than apart.