Adrian E. Quevedo, MS, NEI

Co-Founder, Kerov | Neurofunctional Health Innovator | Brain-Based Wellness Authority | Tech Inventor

---

Adrian E. Quevedo is the Co-Founder of the Kerov ecosystem—a family of organizations spanning clinical care (**Kerov Health**), AI-powered practice management software (**Kerov AI**), and nonprofit research (**Kerov.Org**)—dedicated to advancing brain-based wellness through cutting-edge neurofeedback, QEEG brain mapping, artificial intelligence, and integrative health protocols. With over 25 years of experience spanning clinical psychology, neuroscience, functional medicine, and health technology entrepreneurship, Adrian is a recognized authority on the intersection of brain health, behavioral science, and technology-driven wellness. A named inventor on a U.S. patent for physiologically modulated visual entrainment technology, he has built a career translating neuroscience research into real-world products, platforms, and clinical programs that serve children, adults, veterans, and underserved communities.

The Kerov Ecosystem: Clinical Care, AI Software & Nonprofit Research

Under Adrian's leadership, the Kerov brand encompasses three interconnected divisions. **Kerov Health** is a neurofeedback therapy practice serving children, teens, and adults with services including QEEG brain mapping, supervised in-home neurofeedback, personalized supplement protocols, and specialized programs for corporate wellness, education, and athletics. Kerov Health partners with pediatricians and psychiatrists to expand access through the Family Empowerment Scholarship for Unique Abilities (FES-UA) and other support structures.

Kerov AI is an AI-powered practice management software platform purpose-built for neurofeedback clinics. The platform offers tiered solutions—from solo practitioners to multi-site enterprises—featuring client management with pipeline tracking, EEG session analysis with AI-powered pattern detection, structured brainmap workflows with branded reporting, protocol libraries drawn from peer-reviewed research, billing and scheduling automation, and equipment tracking. Kerov AI represents Adrian's vision of scaling brain-based clinical excellence through intelligent software.

Kerov.Org is a nonprofit 501(c)(3) charity dedicated to advancing brain health through innovative research in PTSD, autism, neurodevelopment, and the gut-brain connection. Its flagship initiatives include ***Operation: Rewire***, which conducts PTSD-focused neurofeedback studies and supplement protocol research with direct service programs for U.S. veterans; ***Project NeuroBalance***, focused on autism and neurodevelopmental studies, gut-brain connection research, and DNA methylation pathway investigations; and the ***Project Kerov AI*** initiative, which develops AI-driven neurofeedback platforms, supplement protocol algorithms, and a commercialization pipeline for devices and software.

Entrepreneurial Leadership & Venture History

Adrian's entrepreneurial journey spans over two decades of founding, building, and scaling ventures at the forefront of brain science and health technology. In 2024, he co-founded **Healix², LLC**, acquiring and rebranding Newrologix into a national brand and proprietary supplement line. He developed pioneering service models for pediatric, executive, and home-based neurofeedback—building strategic partnerships with pediatricians, psychiatrists, and clinical networks to expand access to functional neurofeedback and EEG-based assessments.

Prior to Healix², Adrian founded and served as CEO of **Newrologix, LLC** (2020–Present), a neurofunctional health clinic integrating neurofeedback, QEEG brain mapping, and functional laboratory analysis. At Newrologix, he developed integrative protocols and educational systems addressing ADHD, executive function, and gut-brain axis health—creating comprehensive client acquisition systems, clinician training guides, and operational workflows that set the standard for brain-based clinical practice.

As Managing Partner of **Newrologix Technologies, LLC** (2023–Present), Adrian spearheaded the development of a software MVP for EEG-based neurofeedback integrated with streaming platforms—overseeing IP management, licensing models, cross-platform architecture, and clinician-facing analytics. His earlier ventures, including **Advanced Neurofeedback Inc.** (which pioneered one of Florida's first integrated neurofeedback service lines), **Cognizance Technologies**, the **Advanced Health & Performance Institute**, and **OEP Inc.**, established a foundation for the convergence of neuroscience, wellness, and performance optimization that now drives the Kerov ecosystem.

Intellectual Property & Patent Innovation

Adrian is a named inventor on **U.S. Patent Application No. US20190090775A1, "Physiologically Modulated Visual Entrainment Device,"** co-invented with Richard G. Soutar and filed under the Advanced Health & Performance Institute, LLC. The invention describes a wearable device that uses photic stimulation across the entire visual field to target specific brain regions with high specificity—driven by real-time physiological monitoring of EEG, heart rate variability, skin conductance, and other CNS biomarkers. The system modulates light patterns in frequency, intensity, color, coherence, and waveform based on iterative biofeedback, and includes an Oral Therapeutics Determinant Process (OTDP) that recommends natural or pharmaceutical agents based on the user's physiological data. The patent, with a priority date of 2008, reflects Adrian's early and sustained vision for integrating neurofeedback, photic stimulation, biometrics, and nutritional science into a single closed-loop therapeutic system.

Clinical Foundations & Public Service

Adrian's career is rooted in direct clinical service and public advocacy for vulnerable populations. As a **Victim Advocate with the State Attorney's Office, 9th Judicial Circuit** (2004–2006), he

served in the Domestic Violence, Sex Crimes, and Homicide Units—providing trauma-informed crisis intervention and support services, and collaborating with law enforcement and legal professionals to guide survivors through prosecution and healing. He subsequently served as a **Therapist with Intervention Services Inc.** (2006–2008), delivering in-home and school-based therapy to underprivileged children and families, specializing in trauma, behavioral challenges, and developmental disorders using evidence-based therapeutic approaches.

These formative experiences in public service gave Adrian a deeply human understanding of mental health and behavioral science that continues to inform his clinical philosophy and business leadership—ensuring that innovation in neurofeedback and brain health remains grounded in compassion, accessibility, and real-world impact. This commitment is reflected in Kerov.Org's mission to serve veterans with PTSD and communities affected by neurodevelopmental challenges.

Technical Expertise & Thought Leadership

Adrian's technical depth spans the full spectrum of neurofunctional health and health technology, including:

- **Quantitative EEG (QEEG) & Neurofeedback:** Certified since 2002 through Lexicor Medical Technology, with over two decades of clinical application in brain mapping, neurofeedback protocol design, and neuroperformance optimization.
- **AI-Powered Clinical Software:** Architect of the Kerov AI platform, featuring AI-driven EEG pattern detection, cognitive metrics analysis, automated treatment recommendations, and practice management for neurofeedback clinics from solo practitioners to multi-site enterprises.
- **Patented Neurostimulation Technology:** Named inventor on a physiologically modulated visual entrainment device integrating photic stimulation, real-time biometric monitoring, and oral therapeutics determination.
- **Functional Lab Interpretation:** Expertise in Organic Acids Testing (OAT), DNA Methylation analysis, and neurotransmitter profiling to develop integrative, data-driven health protocols.
- **Neuro-Endocrine & Immunology:** Certified through Neuroscience Inc. (2008), bridging brain science with endocrine and immune system health for comprehensive patient care.
- **Software & Product Development:** Builder of EEG-based software platforms, biometric tracking systems integrating HRV and GSR with EEG data, and licensing structures for at-home neurofeedback streaming systems.
- **Supplement Formulation:** Developer of the proprietary Healix² Labs supplement line, with expertise in product compliance, formulation science, and nutraceutical development.

Speaking Engagements & Public Speaking

Adrian is an **Approved Level III Speaker with YPO International, Health Division**, where he has presented his executive performance model to national YPO leadership chapters. He is an active voice in school and clinic-based outreach on pediatric brain development and behavioral health, and has developed parent-facing education tools for ADHD, sensory integration, and behavioral wellness. Through Kerov.Org, Adrian leads research and direct service programs supporting U.S. veterans with PTSD and advancing neurodevelopmental science for children with autism. He is also an advocate for legal immigration and community development through public forums and education.

- **YPO International, Health Division** — Approved Level III Speaker; presented executive performance model to national YPO leadership chapters.
- **Pediatric Brain Health Outreach** — Active speaker in school- and clinic-based settings on pediatric brain development, ADHD, sensory integration, and behavioral wellness.
- **Veteran & Neurodevelopmental Advocacy** — Public-facing voice through Kerov.Org's Operation: Rewire (PTSD/veterans) and Project NeuroBalance (autism/neurodevelopment).
- **Civic & Community Forums** — Advocate for legal immigration and community development through public forums and education.

Education & Credentials

Adrian holds a **Master of Science in Psychology and Counseling** from Troy University (2004) and a **Bachelor of Arts in Psychology** from the University of Central Florida (2001). His professional certifications include Quantitative EEG and Neurofeedback (Lexicor Medical Technology, 2002), Newmind Academy Didactic Board Certification (2018), and Neuro-Endocrine and Immunology Certification (Neuroscience Inc., 2008), alongside specialized training in functional lab testing, supplement product development, and compliance.

Key Accomplishments

Adrian's contributions to neurofunctional health, brain-based innovation, and veteran care include:

- Named inventor on U.S. Patent Application US20190090775A1 for a Physiologically Modulated Visual Entrainment Device integrating photic stimulation, biometric monitoring, and oral therapeutics.
- Founded the Kerov ecosystem spanning clinical care (Kerov Health), AI software (Kerov AI), and nonprofit research (Kerov.Org, a 501(c)(3) charity).
- Built the Kerov AI practice management platform with AI-driven EEG analysis, protocol libraries, and multi-site enterprise capabilities for neurofeedback clinics.
- Launched Operation: Rewire through Kerov.Org, conducting PTSD-focused neurofeedback research and direct service programs for U.S. veterans.
- Developed and marketed a proprietary supplement line under Healix² Labs.
- Built a licensing structure for an at-home neurofeedback streaming system.

- Integrated biometric tracking (HRV, GSR) with EEG for next-generation cognitive optimization tools.
- Created one of Florida's first integrated neurofeedback service lines.
- Designed and implemented comprehensive client acquisition systems and clinician training programs at scale.

Executive Summary

Adrian E. Quevedo (MS, NEI) is the Co-Founder of the Kerov ecosystem and a pioneering neurofunctional health innovator with over 25 years of experience in psychology, neuroscience, and integrative wellness. A former Victim Advocate and therapist who began his career serving trauma-affected populations, Adrian transitioned into brain-based health innovation—founding multiple ventures and developing breakthrough protocols in QEEG brain mapping, neurofeedback, and gut-brain axis health. He is a named inventor on a U.S. patent for physiologically modulated visual entrainment technology and the architect of the Kerov AI practice management platform for neurofeedback clinics. Certified in Quantitative EEG since 2002, he has built proprietary supplement lines, EEG-based software platforms, and at-home neurofeedback systems. An Approved Level III Speaker with YPO International, Adrian currently leads initiatives at the intersection of neuroscience, AI, clinical practice, and veteran health through Kerov Health, Kerov AI, and Kerov.Org (a 501(c)(3) charity conducting PTSD and neurodevelopmental research).

Professional Experience

Kerov Health, Kerov AI & Kerov.Org (Kerov Ecosystem) 2024 – Present
Co-Founder — Orlando, FL

- Co-founded a three-division brand spanning clinical care, AI-powered practice management software, and a 501(c)(3) research nonprofit serving children, adults, veterans, and underserved communities.
- Architect of the Kerov AI platform: AI-driven EEG pattern detection, structured brainmap workflows with branded reporting, protocol libraries, billing and scheduling automation, and equipment tracking, scaling from solo practitioners to multi-site enterprises.
- Launched Operation: Rewire (PTSD-focused neurofeedback research and direct service for U.S. veterans) and Project NeuroBalance (autism, neurodevelopment, and gut-brain research) under Kerov.Org.

Healix², LLC 2024 – Present
Co-Founder

- Co-founded Healix² by acquiring and rebranding Newrologix into a national brand and proprietary supplement line (Healix² Labs).
- Developed pioneering service models for pediatric, executive, and home-based neurofeedback; built strategic partnerships with pediatricians, psychiatrists, and clinical networks.

Newrologix Technologies, LLC 2023 – Present
Managing Partner

- Spearheaded development of a software MVP for EEG-based neurofeedback integrated with streaming platforms.
- Oversaw IP management, licensing models, cross-platform architecture, and clinician-facing analytics.

Newrologix, LLC 2020 – Present
Founder & Chief Executive Officer

- Founded a neurofunctional health clinic integrating neurofeedback, QEEG brain mapping, and functional laboratory analysis.
- Developed integrative protocols addressing ADHD, executive function, and gut-brain axis health.
- Built comprehensive client acquisition systems, clinician training guides, and operational workflows that set a standard for brain-based clinical practice.

Earlier Ventures (Founder / Operator) Pre–2020
Advanced Neurofeedback Inc. | *Cognizance Technologies* | *Advanced Health & Performance Institute, LLC* | *OEP Inc.*

- Pioneered one of Florida's first integrated neurofeedback service lines through Advanced Neurofeedback Inc.
- Filed U.S. Patent Application US20190090775A1 (priority 2008) under Advanced Health & Performance Institute, LLC.
- Established the foundation for the convergence of neuroscience, wellness, and performance optimization that now drives the Kerov ecosystem.

Intervention Services Inc. 2006 – 2008
Therapist

- Delivered in-home and school-based therapy to underprivileged children and families.
- Specialized in trauma, behavioral challenges, and developmental disorders using evidence-based therapeutic approaches.

State Attorney's Office, 9th Judicial Circuit 2004 – 2006
Victim Advocate — Domestic Violence, Sex Crimes & Homicide Units

- Provided trauma-informed crisis intervention and support services to survivors of violent crime.

- Collaborated with law enforcement and legal professionals to guide survivors through prosecution and healing.

Education

- **Master of Science, Psychology and Counseling** — Troy University (2004)
- **Bachelor of Arts, Psychology** — University of Central Florida (2001)

Certifications

- Quantitative EEG and Neurofeedback — Lexicor Medical Technology (2002)
- Newmind Academy Didactic Board Certification (2018)
- Neuro-Endocrine and Immunology Certification — Neuroscience Inc. (2008)
- Specialized training in functional lab testing, supplement product development, and compliance

Patents

- **U.S. Patent Application No. US20190090775A1** — “Physiologically Modulated Visual Entrainment Device” (named inventor; co-inventor Richard G. Soutar; filed under Advanced Health & Performance Institute, LLC; priority date 2008).

Speaking & Media

- **YPO International, Health Division** — Approved Level III Speaker; presented executive performance model to national YPO leadership chapters.
- School- and clinic-based outreach on pediatric brain development and behavioral health.
- Public advocacy through Kerov.Org for U.S. veterans with PTSD and children with autism.
- Civic and community forums on legal immigration and community development.

Contact

- **Email:** adrian@kerovhealth.com
- **Phone:** 407-963-6400
- **LinkedIn:** linkedin.com/in/aequevedo
- **Web:** kerovhealth.com | kerov.ai | kerov.org