EUROPEAN
HEALTH FORUM
GASTEIN

Zimmermann-Rittereiser, Marcus
Siemens, Digital Health Committee



Current Position and Responsibilities

§ At COCIR - Chair of the COCIR Digital Health Committee, Head of COCIR AI4H Task Force and Leadership Liaison with COCIR Value Based Healthcare Focus Group

§ At Siemens Healthineers: Vice President eCare Innovation and Partner Management

Professional experience

With a diverse background in Biomedical Engineering & Digital Health, Marcus gained more than 30 years of experience in Healthcare and Digital Health. He took several positions in General Management, Strategy, Business Development, Sales, Outbound Marketing and Communications. In addition, he leads several strategic partnerships within Siemens Healthineers.

Education

§ 1985 – Achieving Diploma of Biomedical Engineering from University of Applied Science, Giessen, Germany

§ 2000 – Achieving Master of Business and Marketing, from University of Berlin, Department of Business Economics, Germany

§ 2005 – Performing ESMT - European School of Management and Technology, Berlin, Germany

Narrative:

Marcus Zimmermann-Rittereiser has been VP of eCare Innovation and Partner Management at Siemens Healthineers' Digital Health Services business. With a diverse background in Digital Health and eCare Innovations, Medical Imaging and Biomedical Engineering, Marcus Zimmermann-Rittereiser gained more than 30 years of experience within Healthcare. He joined Siemens AG, Healthcare Sector in 1987 after finishing his studies and achieving a Diploma in Biomedical

Engineering at the University of Applied Science in Giessen, Germany and a master’s degree in Business and Marketing from Freie Universität Berlin, He has held several management positions in Strategy, Business Development, Sales, Outbound Marketing and Communications.

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