

# Dr Bernt Bieber

## *COCIR New President Elect 2020-2024*



- **Current Position**

Senior Vice President Direct Sales at Siemens Healthineers

Responsible for global direct business of Germany based Siemens Healthcare GmbH with large international end customers and distributors, focus on EMEA.

- **Experience**

30+ years experience in various management positions with Siemens Healthineers in Sales and Marketing, including international key account management, global sales responsibility for Magnetic Resonance systems and area sales management in Germany.

Spent 3 years as expatriate manager in USA.

2009 – 2011 Member of the advisory board of „Initiative Gesundheitswirtschaft Rhein-Main“, an initiative to increase public awareness of the economic impact of healthcare industry in Frankfurt area.

- **Education**

Doctorate in Social- and Economic Sciences.

