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Axel Nemetz, Head of IBM Market Entry Strategies for LifeSciences and Healthcare, advises companies on the use of new technologies to improve healthcare outcomes. He can offer more than 20 years of experience working with pharmaceutical companies, health insurance providers, hospitals and medical technology companies. During his career he worked in Europe as well as in the US, Asia, Africa and Japan and is familiar with opportunities and challenges in mature as well as in emerging and in developing markets. Prior to joining IBM Axel Nemetz headed Vodafone's global mHealth division, Novo Nordisk's European sales, marketing, market access and strategy areas, and has built for Rothschild the healthcare m&a business in the German speaking countries. He started his career with McKinsey and was educated as physicist at a Max Planck Institute and universities in Germany, the US, France and Japan.