



Simposio Internacional: **La oportunidad digital de la sanidad**

International Symposium: Healthcare's digital opportunity

Madrid, 30 de mayo de 2016

Madrid, May 30, 2016

CV

LARS KALFHAUS

General Manager of Roche Diabetes Care Spain Lars Kalfhaus started his professional career as co-founder and owner of a technological start-up in Germany. In 2002, he moved to Roche Diabetes Care Germany, where he had a number of positions related to marketing, sales and business controlling. In 2006, he was appointed Head of Brand Management & Communication, and a year later he was appointed Head of Marketing. He also has worked as Country Manager at Roche Diabetes Care Portugal (2008-2011). Currently, he is General Manager of Roche Diabetes Care Spain. Additionally, he is the Managing Director of Emminens Healthcare Services S.L., a Roche company focused on the design and development of IT solutions to support personalized chronic disease management and leading the deployment of new business ventures within countries of Western Europe and Latin America.