

SPEAKER BIO

Jens Kögler - Healthcare and Life Sciences Expert



Jens Kögler is a distinguished expert in Healthcare and Life Sciences, specializing in Sales Strategy Consulting, Business Development, and Healthcare IT. As founder and managing director of Kögler Consulting, he advises healthcare companies, startups, and public institutions on how to translate digital strategy into practical, scalable solutions—bridging the gap between policy, innovation, and operational impact. With a career spanning over two decades, Jens has been at the forefront of driving digital innovation and enhancing patient care in the healthcare industry.

Previously, Jens served as the Healthcare Industry Director for VMware in EMEA, where he played a pivotal role in helping healthcare organizations develop and run modern applications. His expertise enabled these organizations to leverage a comprehensive digital foundation, including data center, hybrid cloud, mobile, networking, and security technologies. Under Jens' leadership, VMware's enterprise software innovations ensured consistent patient care and significantly reduced IT access time for healthcare professionals, allowing them to focus more on patient interaction and care.

Before joining VMware, Jens dedicated over a decade to Hewlett Packard Enterprise (HPE), where he was instrumental in expanding HPE's healthcare business in Germany. His strategic vision and leadership were key to HPE's presence in most hospital chains, major hospitals, and university hospitals across the region. Jens also managed the distribution of new service products and collaborated with numerous large public and corporate clients. His tenure at HPE included overseeing joint projects with GE, enhancing both the energy and healthcare sectors throughout EMEA.

Jens is also an accomplished entrepreneur. He founded TECNOVIS, a successful company established during his studies to complement his family's custom fireplace and chimney construction business, which he sold in 2015. He also served as the managing director of Kögler GmbH & Co. KG, leading the family business to new heights before its sale in 2023.

Currently, Jens is also the managing director of Kögler Capital GmbH & Co. KG. He resides near Munich with his wife and son. Outside of his professional endeavors, Jens enjoys traveling, skiing, and spending quality time with friends.