

## Session 7A

### How to develop a data business with a great P&L



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**Bio:** *Bettina Goerner is Chief Data Officer at Centogene, a biodata company in rare and neurodegenerative diseases. She is responsible for data management, governance and partnerships around Centogene's Biodatabank with multi-omics, clinical data and biomaterial. She has been named 40 under 40 by CDO Magazine and Germany's Capital magazine.*

*Bettina has built data and software partnerships for many years, most recently as Managing Director Data Products at Springer Nature. She works with companies at the intersection of Data | Software | R&D in Non-Executive and Advisory Board roles. She received her life sciences education at the Max Planck Society and Harvard Institutes of Medicine, and her business training at McKinsey and INSEAD.*

**Brief description:** Turning your company's data into external products and revenue streams presents a fascinating challenge. Data product development, product-market-fit and commercial outreach become part of the job. If done right, this can move a data organization from a cost center towards a business unit with profit and loss responsibility.

**Key words:** Data products, data value



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