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COCIR, EMEA



Belen Soto is the Senior Director Analytics and Artificial Intelligence at GE Healthcare, promoting analytics through projects, like building machine learning based predictive models for efficient workflows.

With over 23 years of experience in the public and healthcare sector, Belen has held a number of management roles, and previously served as a commercial director at Indra Sistemas, where she provided commercial leadership in Spain, Eastern Europe, and the Asia-Pacific region. Prior to that role, she spent 10 years as a senior manager at Arthur Andersen, where she was responsible for the management, coordination, and execution of numerous projects in the Public & Healthcare Administration and also co-authored various publications around the public sector, including “Manual of Public Policy of Community of Madrid” and “Trade in the municipality of Leganés.”

Belen holds a degree in Economics and Business from Colegio Universitario de Estudios Financieros in Spain and Executive degree at the ESADE business school. She is currently a chairman of eHealth within FENIN, the Spanish Federation of Health Technology Companies.

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