

Hans Erik Henriksen is CEO of Healthcare DENMARK. Healthcare DENMARK is a public-private partnership organization, with a national mandate to promote Danish healthcare solutions and competencies abroad. The partnership is a framework for linking international partners with efficient Danish solutions and does not represent individual companies.

He has a solid healthcare background from different executive positions during the latest 20 years.

He was CEO of the innovative Danish healthcare-IT company Cetrea, which during 2008-2012 was established as a leading provider of solutions to the Danish market and during the same period accessed markets in other Nordic countries, Germany, Netherlands and USA.

Before joining Cetrea, he was responsible for IBM Healthcare and Life Sciences in the Northern and Eastern part of Europe (the countries U.K., Ireland, South Africa, Germany, Austria, Switzerland, the Nordic Countries and Central and Eastern Europe).

Since 2008 he has also been engaged as board member in a number of different healthcare and healthcare-IT companies. During 2012 he was a member of the Danish Governments Growth team for Healthcare and welfare solutions.