



Dr. Katarzyna Markiewicz-Barreaux, Netherlands/Poland

Dr. Katarzyna Markiewicz-Barreaux has a passion for disruptive innovation combined with a “two-feet on the ground” drive to turn ideas into business successes. She has a Masters in Lifesciences and Business Economics, and a PhD in Health Economics.

Katarzyna has been with Royal Philips for the last 9 years, currently in the position of a Global AI Strategic Intelligence Lead. In the MedTech Europe industry association Katarzyna is leading the Health Technology Assessment (HTA) Committee focusing on Digital Health and AI. In this role she is concentrating on successful implementation of the HTA Regulation (HTA-R), which entered into force in January 2022, and it is expected to be applicable as of January 2025.

Katarzyna also serves as a strategic consultant to various initiatives aimed at defining proper evidence generation methods and creating assessment frameworks accompanied by the market access and reimbursement pathways specifically for AI technologies.