

# Meet Siemens Healthineers

Siemens Healthineers: Our brand name embodies the pioneering spirit and engineering expertise that is unique in the healthcare industry. The people working for Siemens Healthineers are totally committed to the company they work for, and are passionate about their technology. In this section we introduce you to colleagues from all over the world – people who put their hearts into what they do.

## Corinna Berkel

My story begins in West Berlin, where the Berlin Wall served as a daily reminder of what it means to live with limits – and the importance of moving beyond them. That mindset carried into my career, which I began as a radiology technologist at the Charité in Berlin, and progressed through roles in clinical practice and software applications. In 2011, I joined Siemens Healthineers as an MR applications specialist, later relocating to Singapore to support MR imaging across the ASEAN region. Today, as global clinical marketing manager for musculoskeletal imaging, I help to bring our imaging solutions to users and patients around the world.



### How did you first come into contact with MRI?

I first came into contact with MRI during my time as a CT technologist in a private radiology practice. When they installed a MAGNETOM scanner, I was curious but didn't realize how impactful it would be. As I observed the scans and learned about the technology, I became fascinated by its ability to provide detailed images in different planes and tissue contrasts. It opened up a whole new world of diagnostic possibilities. That initial fascination quickly evolved into a strong professional passion, and from that point on, I knew MRI was where I wanted to focus my energy and grow my skills.

### What do you find motivating about your job?

MR is constantly evolving, and right now we're at a particularly exciting point with breakthroughs in AI, deep learning, and quantification. I see my role as bridging the gap between advanced technology and everyday clinical needs. What motivates me is helping to turn our developments into something truly relevant and beneficial for the daily work of healthcare providers: Whether it's better image quality or more streamlined workflows, that's when innovation really makes an impact.

### What are the biggest challenges in your job?

We work in a dynamic environment where success depends on thoughtful planning, collaboration, and the ability to adapt quickly. Aligning multiple priorities and stakeholders takes effort, but it's also where the best ideas emerge.

The impact of a marketing campaign may take time to reveal itself, but we always focus our efforts on ensuring that our work leads to meaningful outcomes and creates value for healthcare professionals.

### What are the most important developments in healthcare?

From my perspective, one of the most exciting developments in healthcare is the rise of digital technologies. I'm also particularly impressed by how AI is beginning to support more personalized care, from diagnostics to treatment planning. As someone involved in medical imaging, it's inspiring to see how imaging technologies continue to evolve, enabling earlier and more accurate diagnoses. And I think it's equally important that healthcare is starting to look at its environmental footprint: Sustainability efforts are becoming an essential part of how we move forward as an industry.

### What would you do if you could spend a month doing whatever you wanted?

If I had a month to do whatever I wanted, I'd focus on learning and discovery. I've always wanted to learn to play the piano, so I'd finally dedicate time to that. I also love traveling and exploring new places – Australia, for instance, is still on my list. I'd love to visit and experience the unique culture, the culinary scene, and the incredible nature.