Biography

Dr. Benjamin Lilienfeld

International Business Leader for SWA Systems

Benjamin Lilienfeld assumed the role of International Business Leader for SWA Systems in December 2018. In this role he is responsible for the global marketing, product management and commercialization of **cobas**® 4000, **cobas** 6000, **cobas** 8000, **cobas** pro, **cobas** pure and EmMA.

Benjamin joined Roche in 2008 as an International Product Manager for Infectious Diseases in the headquarters in Switzerland and was responsible for hepatitis serology. From 2011 to 2014 he was Regional Business Manager for Roche Molecular Systems based in Singapore where he took care of the Virology and Blood Screening NAT products. He then joined the German country organization in 2014 where he was Head of Marketing for the SWA Franchise before he returned to Rotkreuz in 2017 to become International Business Leader for the High and Medium Throughput Solutions.
Benjamin holds a masters and a PhD degree in Molecular Biology and Immunology from the University of Zurich, Switzerland.