

Health & Sports Ecosystem Lounge 2025

22/10/2025 How data and artificial intelligence generate real business value.

Porsche Consulting hosted the third Health & Sports Ecosystem Lounge in Paris on October 21, 2025. Industry leaders came together at the Roland-Garros Stadium to explore how data and AI are transforming the way consumers and patients are served. “As the boundaries between sports, health, and technology continue to blur, tomorrow’s winners will be those who think in ecosystems rather than silos,” says Roman Hipp, Industry Lead Life Sciences and Consumer Goods at Porsche Consulting.

After a tour through the legendary Roland-Garros Stadium, the guests were led by digital health expert Inga Bergen through an afternoon of discussions on how data and AI create new business value across industries. Patricia Stich, Board Member of Volkswagen Group Info Services AG, shared how Volkswagen built a central data hub that turns vehicle data into measurable business impact. She emphasized that trust, governance, and collaboration are the true foundations of digital transformation.

In a cross-industry impulse, Uwe Heckert (Philips) and Constantine Gavrykov (Decathlon) illustrated

how MedTech and retail use AI to translate data into actionable insights. Their key message: success depends less on having more data and more on using the right data effectively. A panel with Sri Ayangar (Lakestar), Sophia Nasser (Caresyntax), and Nathalie Nénon-Zimmermann (SporTech) highlighted how start-ups and scale-ups integrate AI and data from the very beginning. It showed that data quality, openness, and collaboration are essential to driving innovation. Dr. Bryn Roberts, Global Head of Data, Analytics & Research at Roche, highlighted the long journey from AI use cases to real revenue – stressing perseverance, scalable data architecture, and business integration.

The day concluded with an inspiring dialogue between Olympic Champion and Porsche Brand Ambassador Aksel Lund Svindal and Romain Girard (Puma) on the balance between talent and technology. Their stories showed that while data and AI are powerful amplifiers, passion, trust, and teamwork remain the decisive factors for lasting success.

MEDIA ENQUIRIES



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