

Lutz Haase

Strategy & Innovation · Corporate Development · Product & Venture Building · Healthcare & Life Sciences

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PROFILE

15+ years of corporate innovation and venture building in healthcare. Engagements include Roche Diagnostics, Bayer, BIOTRONIK, Thermo Fisher, BIH/Charité, Sandoz, Helios, Boehringer Ingelheim. Co-founder of G4A/Grants4Apps with Bayer — the first digital health accelerator in Europe.

EXPERIENCE

Founder & Managing Director FTWK GmbH & Co. KG

since 2009, Berlin

Digital innovation & product studio with a healthcare and life sciences focus.

- Drive strategy and execution for corporates and startups in the health sector.
- Lead venture building initiatives and corporate development projects.
- Collaborate with teams to transform innovative ideas into actionable plans.

Strategy & Innovation, Corporate Development Roche Diagnostics Global

May 2023 – Dec 2025, Zug, Switzerland

Built a new business field around remote blood sampling. Strategic development of a remote diagnostics and digital health offering for laboratory customers — business planning, market validation, partnership build-up, and executive-level decision support.

Venture Mentor — Research-to-Spin-off & Digital Health BIH Digital Health Accelerator (Charité)

Nov 2021 – Jun 2023, Berlin

Mentoring of early-stage digital health, medtech, and AI teams on positioning, business models, and pitch development. Early de-risking for venture viability and market readiness.

Strategy & Innovation Helios Kliniken GmbH

Aug 2021 – Oct 2021, Berlin

Digital strategy and innovation for ambulatory care — new digital services and care models, stakeholder alignment, transformation initiatives.

Strategy & Innovation — Endocrinology / CPS Roche

Aug 2020 – Jul 2021, Switzerland / Remote

Strategic redefinition of Roche's global thyroid diagnostics approach across endocrinology and centralised / point-of-care diagnostics. Built and led a 15-person international core team. Introduced OKR-based working methods, facilitated patient-journey and co-creation workshops, developed strategy narrative and executive decision material.

Corporate Innovation & Partnership Strategy Lead Thermo Fisher Scientific

Jan 2021 – Jun 2021, Berlin

Advisory to global digital strategy and innovation initiatives. Startup collaboration and partnership development. Strategic assessment of an M&A opportunity.

Corporate Development & Venture Building Lead BIOTRONIK

Nov 2018 – Apr 2019, Berlin

Led a board-sponsored Digital Innovation Program with R&D leadership (cardiovascular device specialist). Problem discovery, stakeholder interviews, and concept development with clinicians, patients, startups, and partners. Two advanced concept tracks resulted in an integrated software offering generating low-double-digit million EUR revenue.

Innovation & Digital Transformation Lead Sandoz

Feb 2018 – Apr 2018, Munich metropolitan area

Digital transformation and innovation program with identification and acceleration of priority initiatives. Strategy, transformation, and organisational alignment in a global healthcare context.

Digital Transformation & Corporate Innovation Lead Roche Diagnostics Deutschland

Nov 2016 – Oct 2017, Mannheim

Led the flagship digital acceleration and innovation program. Direct collaboration with Thomas Schinecker (today CEO Roche Group) and senior leadership. Research, stakeholder engagement, co-creation, design sprints, and deep dives to identify high-potential opportunity areas. Translation of strategic ambition into concrete initiatives, prototypes, and long-term innovation pathways.

Digital Product & Innovation Lead Thermo Fisher Scientific (BRAHMS)

Jul 2014 – Jun 2017, Berlin

End-to-end build of a digital sales enablement platform for Thermo Fisher Scientific (BRAHMS) — strategy, product, UX, and technology. Modernised access to compliance-grade content for sales and marketing teams with strong platform adoption.

Co-Founder, G4A / Grants4Apps — Corporate Development Bayer

Aug 2011 – Jul 2016, Berlin

Co-founded and built G4A / Grants4Apps — the first digital health accelerator in Europe. Platform and marketing initiatives to connect Bayer with the global digital health startup ecosystem. Open innovation and digital strategy at leadership level.

Digital Health Product Lead BIOTRONIK

Jan 2010 – Dec 2012, Berlin

Digital Health Product Lead Boehringer Ingelheim

Apr 2010 – Jul 2010, Ingelheim am Rhein

Product Manager Fox Mobile Group (Jamba)

Jan 2007 – Jul 2009, Berlin

Lieutenant (reserve) | 4./FschJgBtl 313 Bundeswehr (German Armed Forces)

1999 – 2001, Varel

MENTOR AND COMMUNITY ENGAGEMENTS

Angel investor since 2016. Mentor at G4A (Bayer), VisionHealthPioneers, Hacking Health Berlin, Startupbootcamp Digital Health Berlin. Member of Angels4Health. Co-founder of the STEM4Health Community Berlin.

EDUCATION

TU Bergakademie Freiberg · Diplom-Kaufmann (MBA equivalent) · 2001–2006

Focus areas: corporate management, logistics, international communications

CERTIFICATIONS

Mediator (artop, Humboldt University of Berlin) · LEGO® SERIOUS PLAY® Facilitator · Certified OKR Master
· Certified Scrum Product Owner (CSPO)

LANGUAGES

German (native) · English (full professional proficiency)

References available on request