



Lukas Regniet



PERSONAL INFORMATION



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Im Hühneracker 10
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Germany



COMPETENCES

Digital Transformation

Cross-Functional Collaboration

Strategic Planning

Data-Driven Decision Making

Stakeholder Management

Business Performance Analysis



SUMMARY

Project-oriented and results-driven Digital Transformation Leader with over 11 years of international experience in process automation, business analysis, and digitalization within the MedTech industry. Combining a deep understanding of regulated environments with technical know-how, I lead cross-functional projects that optimize workflows, increase efficiency, and drive user adoption.



PROFESSIONAL EXPERIENCE

Head of Global Marketing Services and Digital Solutions

Medartis AG, Basel, Switzerland | Mar 2023 – present

- Led a global digital transformation program, managing 4 direct reports and a cross-functional team of 9 to redefine customer engagement and internal workflows.
- Implemented a compliant eIFU platform, relaunched the corporate website, and introduced the Medartis ONE App, aligning business, IT, and compliance stakeholders.
- Drove data-based decision-making through global analytics dashboards and performance tracking of sales activation KPIs.
- Partnered with Quality, Regulatory, and IT to ensure process compliance and seamless digital adoption.

Group Manager Digital Marketing & Analytics

Medartis AG, Basel, Switzerland | Mar 2021 – Mar 2023

- Reorganized and led a global marketing team of ten experts in the following key areas: social media marketing, translation and documentation, 3D development, web development, and print marketing, enabling 25% revenue growth in 2021.
- Built and managed a global Marketing SharePoint platform, connecting more than 15 subsidiaries to improve collaboration, content accessibility, and transparency across business units.
- Implemented advanced marketing analytics and dashboards providing actionable commercial insights to improve decision making.

Field Marketing Manager Lower Extremity

Medartis AG, Basel, Switzerland | Apr 2020 – Mar 2021

- Conducted market research and implemented strategic dashboards for the Foot & Ankle business, generating key market insights and cross-selling opportunities that drove a 30% increase in sales in 2020.
- Adapted the marketing strategy during the COVID pandemic by introducing a digital content framework for the foot and ankle business, including conducting more than 10 interactive international webinars with KOLs.



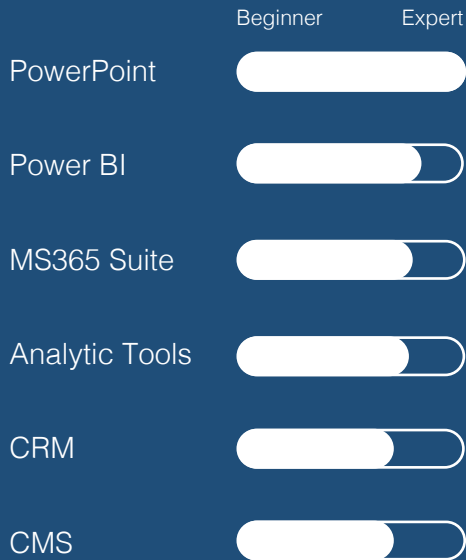
LANGUAGE SKILLS

German Native language

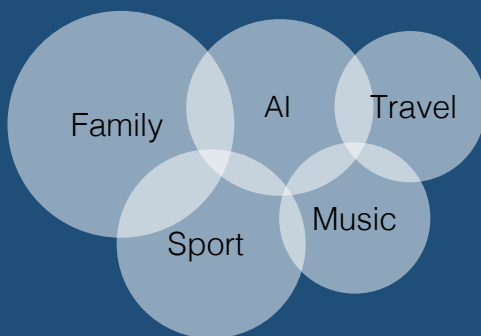
English Business fluent (C1)



TECHNICAL SKILLS



RECREATION



REFERENCES

Mareike Loch

EMEA President
Medartis AG
mareike.loch@medartis.com

Dr. Jonas Schnider

Managing Director
Agency for Medical Innovations A.M.I
jonas.schnider@ami.at

Prof. Dr. Dr. Victor Valderrabano

SWISS ORTHO CENTER
Schmerzklinik Basel
Professor University of Basel
vvalderrabano@swissmedical.net

Int. Education Manager Medartis AG, Basel, Switzerland

| Oct 2014 – Apr 2020

- Introduced the creation, implementation and customization of an internationally applied Learning Management System, comprising orthopedic products of the lower and upper extremity for roughly 200 sales employees in 9 subsidiaries worldwide.
- Established 10+ surgical centers of excellence and delivered 100+ education programs with international KOLs to strengthen brand presence and drive commercial success.

Key Account Manager Sport & Health

Medisana AG, Neuss, Germany | Sep 2013 – Oct 2014

- Led the establishment of a new distribution network across Germany for the new Medisana sports line. This had resulted in the acquisition and management of 200 new accounts in the first year.
- Developed and introduced new point-of-sales concepts for sports products provided to more than 50 key accounts.



PUBLICATION

The effect of shoes, surface conditions and sex on leg geometry at touchdown in habitually shod runners

S. Willwacher, L. Regniet, K. M. Fischer, K. D. Oberländer & G.-P. Brüggemann, Journal of Footwear Science Volume 6, Issue 3, pp. 129-138, 2014



EDUCATION

M.Sc. Sports Technology (Score 1.7)

German Sports University Cologne | Sep 2010 – May 2013
Master's thesis: **"Impact of footwear and surface to touchdown kinematics in overground running"** (Extensive technical and biomechanical background knowledge on natural running)

B.A. Sport Outdoor and Education (Score 1.9)

German Sports University of Cologne | Sep 2007 – Jul 2010

Best student in annual examination of 2010

B.A. "Sports Outdoor and Education"