



Lukas Regniet



PERSONAL INFORMATION



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Im Hühneracker 10
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COMPETENCES

Digital Brand Building

Marketing Automation

Campaign Management

Content Creation

Stakeholder Management

Business Performance Analysis



LANGUAGE SKILLS

German Native language

English Business fluent (C1)



SUMMARY

As a hands-on marketing leader in orthopedics, I combine strategy, creativity, and execution to drive measurable impact. With over 11 years of international experience, I bridge clinical insight and commercial strategy to build meaningful brands and digital experiences. I've led global cross-functional teams through transformation with trust, empowerment, and clear results—delivering major digital initiatives and driving sustained business growth.



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 team of 9 cross-regional marketing professionals to redefine Medartis' customer engagement strategy through the relaunch of the corporate website, the implementation of a compliant eIFU platform, and the launch of the Medartis ONE App.
- Drove global product launches with strong focus on upper extremity by shaping differentiated value propositions with Product Management, Medical Affairs, and KOLs, and by steering end-to-end go-to-market strategies (messaging, sales enablement, training). This leadership enabled faster international adoption and significantly increased sales engagement.
- Managed global marketing and digital budgets, optimizing resources to maximize ROI and strategic alignment.

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.
- Established a new campaign framework centered on personalized, sales-driven customer journeys. Enhanced customer engagement and cross-regional collaboration with Sales, Product Development, and Medical Affairs, ensuring consistent global brand messaging.
- 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.



TECHNICAL SKILLS

Foundation	Proficient	Expert
PowerPoint	–	Expert
Power BI	–	Expert
CRM	–	Proficient
CMS	–	Proficient
MS365	–	Proficient

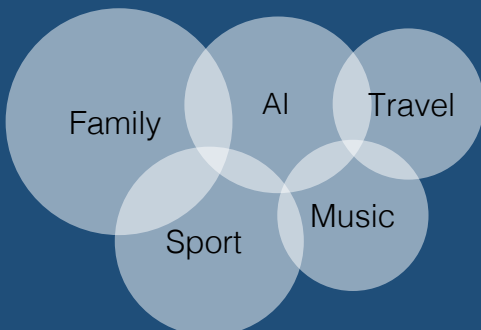


PERSONAL SKILLS

Customer-Centricity
Change Agility
Strategic & Analytical Thinking
Innovation Mindset & Curiosity
Result Orientated
Collaborative Leadership



RECREATION



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"



REFERENCES

Prof. Dr. Dr. Valderrabano

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Further references can be provided upon request.