

Lucas Bertram

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Founder & Venture Manager specializing in high-growth, cross-border operations. Scaled 2 ventures from inception to significant market impact, including a €1B GMV marketplace and a health-tech startup now in M&A negotiations. Blend R&D expertise with venture management to assess early-stage technical risk and commercial viability, supporting the next generation of category-defining founders.

EDUCATION

IE Business School Madrid, 2022 - 2023
MBA - Master of Business Administration (3.75 GPA & Top 10%)

Bayer AG / FHDW (Fachhochschule der Wirtschaft) Cologne, 2017 - 2020
Bachelor in Business Administration - Dual Track Academic & Work Program

BUSINESS EXPERIENCE

AUREA (clubaurea.com) Cologne/London, From 2020
Co-Founder & CEO

- Led health & longevity startup through rapid growth, positioning it for current M&A negotiations
- Achieved full operational profitability within 14 months of launch
- Raised seed round at €8m valuation cap from 11 strategic investors
- Executed omnichannel expansion across UK, UAE, CH, GER, and ESP achieving 50m+ impressions
- Built UK-wide lab infrastructure to enabling at-home blood testing kits for MVP
- Developed proprietary bio-data algorithm that automated personalized formulations for production
- Built manufacturing facility to enable production of 60k personalized capsules per month

Bayer MaterialScience AG / Covestro AG Cologne, 2017 - 2025
Product Manager -> Venture Manager -> Portfolio Manager

- Managed R&D process for 70+ projects valued at €50m+ in EMEA & APAC
- Incubated and scaled 2 corporate ventures (i.e. Asellion) by collaborating with the innovation team
- Developed 10+ new business models and internal software initiatives
- Reduced overhead costs of the sales organization by 20% after deploying new internal software

Asellion B.V. (A Covestro Company) Amsterdam, 2018 - 2020
Founding Team Member, Creative Director

- Co-launched a B2B digital marketplace for raw material transactions in Amsterdam
- Achieved 1bn EUR GMV within 24 months of market entry
- Hired and built 50 person team in Amsterdam to support the company's growth
- Refined the value proposition to ensure commercial viability
- Increased MVP conversion by 45% through a redesigned platform and new corporate identity

ACHIEVEMENTS & LANGUAGES

- IE Venture Lab Winner 2023 (Startup competition & incubator)
- Only hire for Bayer's "Dual Track Academic & Work Program" from 4k+ applicants
- Sole recipient of Bayer MBA scholarship
- Mentor of 4 founders in German tech sector
- Languages: German (native), English (advanced), Spanish (A2)