

CHRISTIAN LÜDTKE

CEO

CULTURE EATS STRATEGY FOR BREAKFAST

Christian Lüdtke combines profound experience in developing and implementing digital strategies and business models for global companies with his knowledge and network of the Ruhr area, where he was born. As “founder coordinator Ruhr”, he was the central contact and interface between startups, industry and science in the Ruhr area and is now sharing the CEO position of BRYCK with his business partner Philipp Herrmann. His credo: Innovation can only grow in a culture, where constant change, failure and adaption are part of the process.

CAREER MILESTONES

Christian started his career in logistics & supply chain in the field of controlling before he worked at Bertelsmann for over 10 years in various positions, including Senior Director Corporate Controlling & Strategy as well as Vice President Corporate Development. During this time, he has significantly driven the innovation sector of the global media company, e.g. by establishing a corporate venture capital fund.

After his stop as Senior Vice President New Ventures at Houghton Mifflin Harcourt, the worlds largest independent schoolbook publisher located in Dublin, Ireland, he co-founded etventure in 2010. The design thinking-driven digital consultancy accomplished several major success stories, helping DAX companies and SME shape their digital future in the last decade. A strong focus of Christian during this time has always been the Ruhr area: he built bridges between startups, industry and science by establishing programs like the Data Hub Ruhr. In 2017, etventure was acquired by EY (Ernst & Young) and Christian became Partner at EY. In 2021, he decided to pursue new venture building activities and found his new challenge: BRYCK.

BACKGROUND

Christian was born in Oberhausen, Germany and grew up in Duisburg. He studied economics at the University of Duisburg/Essen and received his PhD at TU Braunschweig. With his experience in the rapidly changing media industry with holdings in companies like Napster, his personal belief is, that change and innovation is never completed. But it needs the right mindset, people and network to constantly evolve. Therefore, he supports students and aspiring founders as mentor and in various jury seats for startup programs and accelerators. His personal passion: his hometown soccer club MSV Duisburg