

# Lars R. Krüger

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## WORK EXPERIENCE

**Gensoric GmbH**, Rostock (GER) 06/2009 -

*Member Management Board*

Turned research findings into innovative products & services

Realized product development and market entry without external investors

Managed more than 4 cross-national development projects (budget > 4 Mio. €)

**engage Key Technology Ventures AG**, Rostock,(GER) 10/2007 -

*Venture Manager*

Served as a key account manager to seven major public German research centers

Designed IP commercialization strategies comprising more than 3.4 mio €

**PVA-MV AG**, Rostock (GER) 07/2005 - 10/2007

*Junior Consultant*

Evaluating inventions from Med Tech & Engineering sector

Lecturer IP strategies for IT and Software

## EDUCATION

**Handelshochschule Leipzig (HHL)**, Leipzig (GER) 10/2013- 03/2015

**EADA Business School**, Barcelona, Spain

*Executive MBA*

**Rostock University**, Rostock (GER) 10/1999 - 05/2005

*Diploma with Distinction in Industrial Engineering and Management (IEM)*

Activities: Founding Member of the local IEM student's association

Introduction to first semesters, Tutor

University Sailing Team Member (class: 14ft Contender skiff)

Honors: Best male Graduate student (Diploma) in 2005

Best Under-Graduate student (Pre-Diploma) in 2002

Proposed for the *German Merit Foundation* in 2002

**Instituto de Pesquisas Tecnologicas**, Sao Paulo (Brazil) 10/2003 - 09/2004

*Research intern*

Activities: Contributed to commercialization strategies of public research's findings in South America.

Initiated cooperation with the University of Sao Paulo's

Industrial Engineering student's association

**Military Service**, German Army 11/1998 – 08/1999

*Paratrooper Training*

**Hansa-Gymnasium**, Stralsund, (GER) 07/1998

*University-Entrance exam with Distinction,*

Honors: Best Male student

## LANGUAGES

German - Native Speaker

English and Portuguese - Fluent

## INTERESTS

Travelling, Literature, Sportive Sailing, Personal Development

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