

Jan Luka Bäumer

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Education

10/2022 – 03/2025

M.Sc. Business Administration

Philipps-University Marburg

- Specialization: Digitalization, Entrepreneurship and Innovation
- Master Thesis: “Exploring the Innovation Process in Hybrid Organizations: A Single Case Study of Fink”
- Grade: 2,2

09/2023 – 02/2024

Erasmus+ Exchange Semester

Academia de Studii Economice București (Bucarest, Romania)

09/2018 – 06/2022

B.Sc. Economics

University of Mannheim

- Minor: Business Administration
- Bachelor Thesis: “The Effects of Enforcement on Illegal Markets: an empirical study about Migrant Smuggling from 2000-2017”
- Grade: 2,5

09/2015 – 06/2018

Abitur/ General Higher Qualification for University Entrance

Friedrich-List Schule Mannheim

- Profile: „Internationale Wirtschaft“
- Grade: 2,0

Work experience

03/2025 – 09/2025

IT Consultant – Senacor Technologies AG

- Supported cutover and migration projects in the banking sector with a focus on structured execution in the SAP S/4HANA context.
- Prepared and organized detailed process steps and technical work instructions for system transitions.
- Assisted in project management tasks including coordination, documentation, and timeline tracking.
- Gained exposure to technical topics while primarily contributing to the organizational and strategic aspects of projects.

08/2024 – 03/2025

Working Student – B2B Sales at tts Knowledge Products GmbH

- Conduct cold and warm acquisition through LinkedIn to generate leads and build client relationships.

- Research IT market trends and potential opportunities to support targeted outreach.
- Assist the Sales Manager in qualifying leads and managing the sales pipeline.
- Collaborate with internal teams to align sales activities with broader business objectives.

04/2024 – 06/2024

Working Student – Event management at NEXT Mannheim

- Development, planning (including budget planning), organisation and implementation of event formats for the GIG7 Competence Centre Female Business
- Marketing of event formats (social media, ticketing, other advertising)
- Sponsoring activities
- General administrative activities in the area of female entrepreneurship
- Support with organisation & planning of workshop formats

03/2023 – 09/2023

Research Assistant at the Working Group for Technology & Innovation Management at Philipps-University Marburg

Project: „TeamMit: Transformationsnetzwerk Mittelhessen“

- Selection and analysis of potential clusters
- Independent creation of interview questionnaires
- Independent transcription and analysis of the questionnaires
- Support for public relations work

Extracurriculars

02/2024

Elements of AI: Introduction to AI

University of Helsinki Certificate

- Problem solving, neural networks, machine learning, real-world applications, impact

02/2024

Sales Management

HubSpot Academy Certificate

02/2024

Social Media Marketing

HubSpot Academy Certificate

- Social monitoring, content strategy, social engagement, creating social media policies, demonstrating social ROI to stakeholders

03/2023

The Fundamentals of Digital Marketing

Google Digital Garage Certificate (40h)

09/2018 – 06/2022

Voluntary Work at University of Mannheim

- Board member student’s council 06/2019 – 06/2020
- Chairman of the Events Committee 06/2020 – 04/2022
 - Organization and restructuring of profit-oriented events with a combined volume of several hundred thousand euro
- Active member student’s council 09/2018 – 06/2022

Knowledge

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|------------|---|
| Languages: | German – Native language English – Language level C1 |
| Software: | MS Excel, MS PowerPoint, MS Word – advanced Software R – advanced |
| Others: | Academic work and academic writing Agile Methods, Design Thinking Driving license class B |

Interests

Football
Tennis
Podcasting