Lutz Finger, hello@lutzfinger.com, +16509337737

Lutz Finger

I focus on 0→1 and 1→n AI productization. As a serial founder with two successful exits, I turn GenAI and ML into adopted products through strong workflows, evaluation, and guardrails. I shipped multimodal search products that drove 40% conversion lift in eCommerce, and at Cornell I operationalized an AI agent generating over $1M in annual faculty revenue. I lead through ambiguity and align cross-functional teams early around execution, privacy, and security.

Founder & Head of AI — R2Decide / XGEN (2024–2026) — *AI in ecommerce*

- Scaled up to $4.5M in enterprise value within two years by developing and commercializing two AI commerce products.
- Built a multimodal search and discovery platform and a Generative Engine Optimization (GEO) suite for online ecommerce, increasing customer conversion rates by 25–40% across partner sites.
- Scaled to 10 enterprise clients and was recognized by IDC as an emerging category leader in multimodal commerce.
- Exited to XGEN (2025), validating both the IP value and market adoption.

President Product / Engineering — Marpai (2022–2024) — *AI in healthcare*

- Delivered $3M verified savings for self-insured companies in year one, establishing a $6–12M annual value run-rate through four AI-driven healthcare products.
- Restructured engineering and data teams, reducing vendor dependency by 25% and halving product release cycles.
- Utilized longitudinal healthcare claims data to power preventive-care engagement across 10 disease areas, automating member outreach via a dedicated care network that saved costs of up to $180 PEPY (per employee per year).

Group PM — Google Health (2018–2022) — *AI in healthcare*

- Transformed a research cost center into a product: Google's first "avoidable admissions" product for Google Health.
- Accelerated regulatory approvals by 69 % (280 → 87 days) through redesigned ethics / legal workflows.
- Deployed six predictive models across two U.S. hospital systems, enabling scalable risk prediction for preventable admissions.

Advisor - Deutsche Bank (2017) — *AI in finance*

- Guided (as consultant) the digital loyalty-card app from concept to 360 k users, integrating payments and rewards in one experience.

- Created Germany's first bank-backed engagement platform, generating an estimated $3M enterprise-value equivalent and setting the foundation for future digital consumer products.

Datascientist — LinkedIn (2013–2016) — *Social Media Network Analytics*

- Built and led the B2B Data Science team, developing the global engagement-measurement platform for LinkedIn's marketing and sales clients.
- Rolled out analytics to enterprise customers worldwide, achieving NPS 80+

Founder — Fisheye Analytics (2009–2013) — *Social Media Analytics*

- Created multi-million enterprise value in 5y by developing an AI analytics platform.
- Scaled an analytics company to profitability with a 10-person team in Paris and Singapore.
- Served global clients including World Economic Forum, IOC, EU, Eli Lilly, and Nikon.
- Achieved cash-flow-positive operations and sold to WPP in 2013.

Other Companies:

- Snap Inc. (2016 - 2017) - Dell Computers (2007-2009) - Ericsson (1998 - 2003)

Thought Leadership & Academic Engagement

- Recognized as a thought leader shaping AI strategy across various industry verticals and ecosystems
- ~1 M total reads on Forbes articles (13k average views per story; 17k followers on all platforms).
- Author and educator (Cornell & INSEAD) on AI, data strategy, and product innovation.

Publications

- Ask Measure Learn, published by O'Reilly Media
- Designing & Building AI Solutions, published by eCornell
- Forbes Contributor, www.forbes.com/sites/lutzfinger/
- Google Scholar, bit.ly/lutz-scholar

Board / Supervisory Board

- **Scout SE,** Supervisory Board Member (5/2025 - today)
- **Storytel,** Supervisory Board Member (8/2022 - 3/2024)
- **Deutsche Bank,** Advisory Board Member (2018 - 2018)
- **Post Bank,** Advisory Board Member (2016 - 2017)