

Max Julian Fischer

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Work Experience

- Jun 2025 - Present **Venture Ideation** · AI Product Discovery, Development & Advisory
San Francisco, USA & Berlin, Germany
- Token CFO: LLM cost intelligence engine translating token spend into product decisions (model choice, prompt structure, workflow); tested with three Seed/Series A startups to close the visibility gap in AI economics
 - Doktor Homepage: Agentic pipeline for medical-practice web design (identification, design due diligence, tailored redesign proposal) with AI-generated-design homogenization prevention; applied to >50 websites
 - Dopio: B2B SaaS reframing EU-mandated Digital Product Passports (DPP) as a first-party customer channel; >30 brand-side interviews, co-ideated with a founding partner; shipped to 3 customers
 - Malin AI: Tool simplifying billing workflows in medical practices and allied health professions; >50 practice interviews; prototype tested with several customers
 - Caio: Voice-first hardware to interact with personalized AI; concept-to-prototype build: 10 qualitative user interviews, industrial design, ESP microcontroller, 3D-printed body
- Feb 2025 - May 2025 **Cortea AI** · Product & Customer Experience Design Lead
Berlin, Germany
- Built and rolled out an AI-native scalable design system across all product, branding and marketing surfaces
 - Co-developed AI feature scope with customers and shipped features in tight pairing with front-end engineers
 - Reported directly to the founders as design lead, owning end-to-end product and customer experience
- Oct 2022 - Dec 2024 **Boston Consulting Group (BCG X)** · Strategic Designer & Senior AI Product Manager
Berlin, Germany & International projects
- Spearheaded UX research for a GenAI assistant at a German health insurer, demonstrating 10% productivity increase, >80% adoption, and >50% NPS
 - Designed an executive-ready GenAI prototype in collaboration with engineers and data scientists for a global logistics firm, enhancing operational efficiency and securing a >€2M follow-on project
 - Led UI Design, technological implementations, growth strategies and GenAI use case exploration for digital enhancements in the public sector of a European government (>80M citizens)
 - Drove UX research of an IT strategy with >300-person program for a European railway infrastructure company
 - Redesigned customer journeys and strategic scoping at a German health insurer affecting >5M insured members
- Nov 2020 - Dec 2021 **HealthTech Startup** · CPO · Founding Team
Vallendar & Munich, Germany
- Founding CPO of a two-person team; owned end-to-end product, tech, brand and growth
 - Initial thesis: platform for family caregivers to organize care services; validated through >150 qualitative interviews and a >1,000 respondent quantitative study through social media channels
 - Pivoted into medication supply for ambulatory care services, care homes, and private customers; landed a specialized pharmacy partner with an in-house blister center and gathered clear willingness-to-pay signals
 - Stepped down before incorporation; the team went on to launch and today operates as an ambulatory-care rollup with >120 employees and >900 patients
- Feb 2020 - Aug 2020 **Robert Bosch GmbH** · PreMaster Program · Global Innovation Management
Renningen, Germany · Research & Development, Bosch Center for Artificial Intelligence (BCAI)
- Part of the X-Change Lab bridging R&D with product development by bringing Corporate Research and BCAI researchers into working proximity
- Jun 2019 - Jan 2020 **Freelance** · Designer
Stuttgart, Germany
- Designed wall charger prototype for electric cars for a multinational engineering company
 - Designed kitchenware for a German supermarket supplier with a total production quantity of >400,000 units
- Aug 2018 - Mar 2019 **MHP - IT & Management Consulting** · Intern & Working Student · Digital Innovation & Design Management
Berlin, Germany · Porsche Digital Lab
- Facilitated service design and design management workshops for an automotive OEM
- Sep 2017 - Feb 2018 **Porsche AG** · Design Intern · Generative Design
Weissach, Germany · Porsche Development Center
- Designed details for the Porsche Macan (2021) & Mission E Cross Turismo (later shipped as Taycan Cross Turismo)

Education

Sep 2020 -	WHU - Otto Beisheim School of Management · MSc Entrepreneurship
Jun 2022	<i>Vallendar, Germany · Final grade: 1.8 (1 excellent - 5 fail)</i>
Jan 2022 -	Stanford University · Master Thesis
Jun 2022	<i>Stanford, USA · Center for Design Research (CDR); Stanford Engineering</i>
Sep 2021 -	Tsinghua University · Exchange
Dec 2021	<i>Beijing, China; Remote (due to COVID-19) · International MBA program</i>
Mar 2015 -	Pforzheim University · BA Industrial Design
Jun 2019	<i>Pforzheim, Germany · Final grade: 1.1 (Top 2%)</i>
Mar 2018 -	Umeå Institute of Design · Exchange
Jul 2018	<i>Umeå, Sweden · Final grade: 1.1</i>

Honors

Jul 2024 -	Boston Consulting Group · CEO Ambassador, AI Blackbelt and L&D Top Trainer Award
Dec 2024	- CEO Ambassador shaping BCG's global internal AI strategy - AI Blackbelt facilitating AI workshops for BCG Germany & Austria (>8,000 staff) - L&D Top Trainer Award for co-facilitated Design Thinking trainings reaching >600 BCG Consultants
Jul 2018 -	Studienstiftung des deutschen Volkes · Scholarship Holder
Jun 2022	Co-organized events and workshops across German and Bay Area chapters; attended summer academies
Jan 2022 -	WHU - Otto Beisheim School of Management · Scholarship Holder
Jun 2022	Excellence Scholarship, 25% tuition fee waiver
Sep 2019	Karl Schlecht Stiftung · Scholarship
	One-week in-person seminar "Leadership and personality"; Institut für Philosophie und Leadership
Awards	Fast Company · International competition: "World Changing Ideas Award" winner
	Startup BW Summit · Stuttgart: Most innovative product/service
	Techstars · Startup Weekend Stuttgart: 1st place and overall winner

Beyond Work

Mar 2026 -	Science x Entrepreneurship (SxE) · Core member
Present	Contributed to the Founder Report (analysis, impact quantification, outreach), Matchmaking App & Founder Support
Nov 2020 -	Studienstiftung des deutschen Volkes · Regional & WHU Representative
Apr 2021	Organized interdisciplinary events and contributed to strategic direction at national representative weekends
Apr 2017 -	ZEIT ONLINE · Team Leader "Helping Hands" at the "Z2X - Festival neuer Visionär:innen"
Aug 2019	
Speaking	KPMG Germany · Berlin, Germany · "The business value of design in consulting."
	DMEXCO · Cologne, Germany · "How to use design and technology to create new experiences."
	INHORGENTA · Munich, Germany · "Tangible Experiences. The power of design in the digital age."

Personal

Languages	German (native) · English (fluent) · Italian (beginner)
Tools	Cursor · Codex · Claude Code · Figma · Framer · Adobe CC · GitHub · Google Workspace · Notion · MS Office
Interests	Tech tinkering · visual art · running · soccer · cooking pasta al limone