

VITA – SHORT

Barbara Lutz is a keynote speaker, author, and the founder of FKİ Diversity for Success - The Global Consulting House for Diversity. For over a decade, her company has been the leading management consultancy for change and diversity in Germany.

As a pioneer in data-driven diversity management, she developed the world's only KPI-based diversity management product, the Women's Career Index (FKİ), in 2012 with the support of the Federal Ministry for Family, Seniors, Women, and Youth. FKİ is now utilized by internationally operating companies in 28 countries.

Barbara Lutz holds degrees in business administration and market research from Germany and the USA. She spent the majority of her professional career as a Managing Director at C-level in publicly traded companies on the NASDAQ and DAX. During this time, she led diverse international teams, making diversity and leading diverse teams a practiced and successful approach.

In 2020, she established the Impact of Diversity Award + Think Tank to highlight the positive effects of diversity on businesses and society.

In 2023, the platform #InnovativeFrauen, supported by the Federal Ministry of Education and Research, recognizes Barbara Lutz as an expert in her field.

VITA-LONG

Barbara Lutz is an entrepreneur, author, and since 2015, a successful founder of the leading management consultancy specializing in change and diversity: FKİ Diversity for Success - The Global Consulting House for Diversity.

As a sought-after keynote speaker, she primarily addresses C-level executives of large corporations. Barbara Lutz is an experienced sparring partner for top management and a regular contributor to German mainstream media due to her extensive experience as a Managing Director in national and international publicly traded NASDAQ and DAX-listed companies.

A pioneer in data-driven diversity management, in 2012, she developed the unique KPI-based diversity management product, the Women's Career Index (FKİ). The development of FKİ was supported by the Federal Ministry for Family, Seniors, Women, and Youth and involved the German Institute for Economic Research and the Technical University of Berlin. Since 2015, FKİ has been used as an independent product in 28 countries by internationally active companies and numerous organizations. The data-driven approach and efficient digital implementation are unique and form the basis for successful diversity management. This includes not only considering women's career progression but also assessing the company's diversity maturity, thereby supporting the concept of "Balanced Diversity."

Barbara Lutz studied business administration with a focus on market research in Germany and the USA. She spent the majority of her professional life in international roles with diverse teams. The value of diversity in the workplace and leading diverse teams is her practiced and successful approach. For eight years, she held international management positions at Ogilvy and was responsible at the national and international levels for companies such as American Express and Unilever, providing top-level consulting as a Global Management Supervisor. In 2000, she became the Managing Director of Publicis Group, where she oversaw the global communication campaign for the introduction of the Euro and led the team created for this purpose, consisting of 13 nationalities, in collaboration with the European Central Bank (ECB) project team. In 2006, she moved to the Asset Management division of Commerzbank, and in 2008, in the context of Commerzbank's acquisition of Dresdner Bank, she was appointed as the Head of the Marketing and Communication division for the Private and Business Customers segment.

In 2012, she ventured into the field of KPI-based diversity and inclusion management and secured funding from the Federal Ministry for Family, Seniors, Women, and Youth for initial support.

In 2017, she was recognized by the feminist media brand Edition F, alongside Janina Kugel, Vera Schneevoigt, and Verena Pausder, as one of the 25 women revolutionizing the German economy.

In 2018, Barbara Lutz shared her knowledge and insights on the effects of diversity in companies through her book "Women in Leadership - Modernity and Agility - How Changing Corporate Processes and Culture Promote Innovation," published by Gabler Springer Verlag.

In 2020, she established the Impact of Diversity Award + Think Tank, a platform for diversity initiatives, businesses, and politics, aimed at facilitating dialogue and visibility. The goal is to highlight the positive impacts of diversity on businesses and society and initiate concrete steps and changes. The Impact of Diversity Award is already considered one of the most prestigious diversity awards in the German-speaking region, now in its third year.

The #InnovativeFrauen platform, supported by the Federal Ministry of Education and Research, honored Barbara Lutz in 2023 as an innovative trailblazer in the field of diversity and inclusion. This platform is dedicated to recognizing successful women in science, business, and society with the aim of highlighting their contributions, potential, and creative spark.

Barbara Lutz is married, has two children, and resides with her family in Munich.