

Martin Raske | HR Executive | MBA |

Culture | Growth | Impact

Profile

With over 25 years of experience in the strategic alignment of leadership, HR, and organizational development, I embed corporate strategies into lived culture: I develop HR structures with purpose and shape people development for lasting impact. The result is clear frameworks, high-performing systems, and a leadership culture that provides orientation and enables sustainable value creation – especially in times of change.



Areas of Focus

Leadership & Learning Architecture

- Learning architectures must fit culturally and strategically
- Technology is an enabler, not an end in itself
- How we learn is changing – that we have to learn remains

People & Culture Strategie

- Process quality in HR operations and data analysis
- Legal certainty in HR compliance and regulatory matters
- Advisory quality and cultural effectiveness in HR

Senior Executive & Board Contributor

- Experience in financial services, education, and healthcare
- Grounded pragmatism, strategic foresight and innovation
- Long-term perspective on governance and culture

Impact Examples

Senevita Management Academy:

Qualification of 90% of all leaders in a 4,000+ employee organization within one year.

Credit Suisse Online Academy:

Built and globally managed a group-wide leadership and talent architecture with digital learning formats.

Corporate Health Strategie:

More than 10,000 participants and recognition with the "Friendly Workspace" label.

Personal

Birthday: 21 April 1967
Marital status: married
Children: Twins (2007)
[linkedin.com/in/martinraske](https://www.linkedin.com/in/martinraske)
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Languages

German: native
English: C2
French: C1

Career Highlights

Vitrea, Rehabilitation Clinics
Senevita, Long-term Care
Credit Suisse, Banking
Lernwege Schweiz, Consulting
"Zurich", Insurance
School Kloten, Education