

Dr. Sebastian Müller-Bellé

Partner at Deloitte Consulting | Transforming Life Sciences & Health Care through AI-Enabled Commercial Excellence

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PROFESSIONAL SUMMARY

Partner at Deloitte Consulting with 20+ years of expertise in driving commercial transformations across sales, service, marketing, and commerce for global Life Sciences and Health Care organizations. Specialized in translating business strategy into customer-centric operating models, leveraging AI, cloud technologies, and data analytics to create measurable value. Proven track record leading multinational teams through complex transformations for industry leaders including Olympus, Roche, Novartis, Fresenius, and Siemens Healthineers. Doctoral degree in Positive Psychology at Work and MBA in International Management underpin a human-centered approach to organizational change. Passionate advocate for AI adoption in consulting, practicing what I preach by continuously experimenting with emerging technologies.

SELECTED CORE COMPETENCIES

Strategic Leadership

- Commercial Transformation Strategy
- Customer Engagement & Experience Design
- Global Governance Models
- AI-Enabled Business Innovation

Industry Expertise

- Life Sciences (Pharma & MedTech)
- Health Care (Providers & Payers)
- Chemicals
- High-Tech Manufacturing

Technology & Implementation

- Cloud-Based CRM Platforms (Salesforce, Microsoft Dynamics 365, Power Platform)
- AI & Analytics Integration
- Enterprise Architecture Design
- Vendor Selection & Roadmap Development

Delivery Excellence

- Global Program Management (>€5M, >100 FTE)
- Change Management & Adoption
- Cross-Functional Team Leadership
- Business Process Re-Engineering (BPMN)

PROFESSIONAL EXPERIENCE

Deloitte Consulting GmbH | Cologne/Düsseldorf, Germany

Partner | Deloitte Digital – Life Sciences & Health Care | June 2025 – Present

- Lead customer and patient engagement practice for LSHC sector, driving profitable growth through AI-enabled commercial transformations.
- Spearhead business development for German-headquartered global Life Sciences clients, with cross-border collaboration across Swiss and US member firms.
- Define go-to-market strategies integrating emerging AI technologies into customer domain solutions.
- Mentor leadership talent group of 50+ consultants focused on emerging technologies in sales, service, and marketing.

Director | Deloitte Digital – Life Sciences & Health Care | June 2021 – May 2025

- Transformed commercial capabilities for leading MedTech manufacturer (Olympus/Evident): Led global CRM transformation across 30+ markets, implementing AI-driven customer segmentation and cloud-based Salesforce platform, resulting in 25% improvement in sales productivity.
- Redesigned service operating model for pharmaceutical multinational: Developed shared service center strategy and implemented Microsoft Dynamics 365 for field service operations, consolidating 15 regional systems and reducing service response time by 40%.
- Established data-driven marketing for Health care provider: Designed analytics competency center and customer journey orchestration, enabling personalized patient engagement and improving campaign conversion rates by 35%.
- Served as QA partner and subject matter advisor for transformation programs exceeding €10M annual budget.
- Led pursuit activities generating €25M+ in new business across LSHC portfolio.

Senior Manager | Deloitte Digital – Customer & CRM | September 2005 – May 2021

- Pioneered customer segmentation methodology for Chemicals leader (BASF): Developed B2B segmentation framework and value proposition design, restructuring sales organization across 40+ countries and unlocking €50M incremental revenue opportunity.
- Delivered enterprise CRM implementations for Automotive (BMW, VW) and Industrial clients: Managed end-to-end system selection, process design, and global rollout of Salesforce and SAP CRM solutions.
- Built analytics capabilities for High-Tech Manufacturing clients (Infineon, Siemens): Designed big data architectures using Tableau and established predictive modeling for customer lifetime value optimization.
- Published three editions of industry study “Know and Serve Your Customers: Practice and Potential of Customer Segmentation” (2006, 2008, 2013).
- Established internal learning format based on positive psychology principles to foster leadership development across firm.

EDUCATION & CERTIFICATIONS

Doctor of Philosophy (Ph.D.) in Positive Psychology at Work

2013 – 2020 | University of Humanistic Studies Utrecht, The Netherlands

Thesis: “In Pursuit of Meaningfulness in Work - The Individual Consultant's Attitude to the Profession of Management Consulting”

Master of Business Administration (MBA) in International Management

2010 – 2012 | European University of Applied Sciences Hamburg, Germany

Majors: International Marketing, Innovation Management, International Economic Relations | Grade: 1.8

Diploma in Business Informatics (FH)

2001 – 2005 | Rheinische Fachhochschule Köln (University of Applied Sciences), Germany

Majors: E-Business, Customer Relationship Management, Business Intelligence Systems | Grade: 1.5

Professional Certifications

- Deloitte Lean Six Sigma Yellow Belt (2010)
- Project Management (PMI-based methodology) (2011)

TECHNICAL SKILLS

Enterprise Applications: Salesforce (Sales, Service, Marketing Cloud) | Microsoft Dynamics 365 & Power Platform | SAP CRM | Oracle CX | Microsoft 365

Analytics & BI: Tableau | Power BI | Advanced Excel | StratBridge

Process & Project Management: BPMN/ARIS Process Modelling | PMI Methodology | Agile/Scrum | Confluence | JIRA

AI & Emerging Tech: Generative AI Tools | AI-Enabled CRM Solutions | Predictive Analytics

LANGUAGES

German: Native

English: Business Fluent (oral & written)

French: Conversational

PERSONAL INTERESTS

Beyond consulting, I am deeply committed to cultural preservation and humanitarian causes. I support childhood education through godparentships with Plan International Germany and actively engage with Cologne's cultural heritage as a member of the Kölnischer Kunstverein, Freunde des Historischen Archivs der Stadt Köln e.V., Förderverein Geschichte in Köln, and Zentral-Dombau-Verein zu Köln. These involvements reflect my belief in giving back to society and preserving knowledge for future generations—values that also guide my professional commitment to sustainable, human-centered business transformation.