

Nils Wagner

CEO of REHAU New Ventures, [LinkedIn](#)

Nils Wagner is the CEO of [REHAU New Ventures](#), the Corporate Venturing unit of the REHAU Group, which brings together companies from the construction, furniture, industrial technology, materials, medical, and mobility sectors under one roof. The globally active, family-owned company generates annual turnover of around 3 billion EUR with polymer-based solutions. A pioneering spirit and strong entrepreneurial ambition drive more than 13,000 employees to develop solutions for applications used around the world.



Nils focuses on building innovation capability beyond established business models. Innovation is part of REHAU's DNA, and the company's history is shaped by its pioneering spirit. In the 1960s, REHAU played a pioneering role in the industry by helping establish plastic windows, and in the 1970s, it played an early role in the automotive industry by developing the first plastic bumpers. Since then, REHAU has grown into an international player in construction materials and other polymer-based solutions.

Nils Wagner is clear about the challenges of long-term success. Mature markets, established structures, and past achievements can gradually weaken an organization's ability to recognize trends, take risks, and think beyond existing business models. REHAU New Ventures was created to strengthen that capability.

After founding his own companies, Wagner joined the REHAU Group in sales before relocating to Shanghai in 2012, where he later served as Co-CEO for the Asia-Pacific region. His time in China and the United States had a significant impact on his views on innovation, speed, and entrepreneurial culture. In 2021, he returned to Switzerland to establish and lead REHAU New Ventures as an independent unit with its own team, budget, and governance.

Under his leadership, REHAU New Ventures has developed and launched several new business models, and introduced Corporate Venture Clienting to its portfolio approach. This model connects REHAU's business units directly with existing start-ups and helps address concrete operational and strategic challenges within months.

Nils Wagner is known for his pragmatic and transparent view on innovation. He openly addresses failed initiatives, structural barriers, and the limitations of traditional venture building. For him, innovation is not about buzzwords; it is about learning, making corrections, and achieving measurable business impact. He is convinced that long-term innovation demands entrepreneurial speed and economic responsibility, particularly in established, family-owned businesses undergoing transformation.

Shaped by his background in a family-owned business, Wagner brings a long-term perspective to innovation, balancing entrepreneurial ambition with economic discipline. Nils Wagner is a keynote speaker, panelist, and podcast guest. He speaks on Corporate Venture Clienting, innovation in family-owned enterprises, entrepreneurial leadership, and the realities of transforming established organizations. His focus is on transforming ideas into measurable, long-term business impact.

Press Contact

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