

Press Release

November 7, 2025

Dr. Hinrich Habeck appointed Head of Strategic Business Development at ProTecBird



Dr. Hinrich Habeck, new Head of Strategic Business Development at ProTecBird // free for editorial use

Husum, Germany – ProTecBird, a leading provider of AI-based wildlife protection systems for onshore and offshore wind farms, has appointed Dr. Hinrich Habeck as its new Head of Strategic Business Development, effective November 1, 2025.

In his new role, Dr. Habeck will strengthen relationships with policymakers, public authorities, and industry associations, while advancing the national and international introduction of ProTecBird's innovative biodiversity protection technologies.

"I am very much looking forward to working with political and administrative stakeholders to ensure that the expansion of wind energy is compatible with nature,"

says Dr. Hinrich Habeck. “With the AVES Wind product family, ProTecBird has developed solutions that bring together nature conservation and the energy transition – exactly the kind of innovation we need worldwide.”

Dr. Habeck brings extensive experience in technology transfer and network management. A PhD biologist, he previously served as Managing Director of WTSH – the Business Development and Technology Transfer Corporation of Schleswig-Holstein, and before that, led the Life Science Nord industry network. With his deep understanding of innovation processes and political dialogue, he will play a key role in shaping the strategic direction of ProTecBird.

“We are delighted to welcome Dr. Habeck – an experienced networker and recognized expert in strategic business development – to our team,” emphasizes Thorsten Heinzen, CEO of ProTecBird. “His expertise and commitment to species protection and renewable energy will be instrumental in driving our mission forward: protecting birds and bats while supporting the global expansion of wind energy.”

With this appointment, ProTecBird sends a clear signal for continued growth and sustainable partnerships in the field of environmentally responsible energy transition.

About ProTecBird

ProTecBird is a German AI technology company dedicated to protecting wildlife, particularly birds. The company combines ornithological expertise with advanced technology to serve rapidly growing markets in renewable energy, aviation, and industry.

Founded in November 2021 in Husum, ProTecBird has evolved from a startup to a scale-up by 2024. With a rapidly expanding team of 40 full-time employees and 52 freelancers, the company has built a strong foundation for further growth and innovation.

About Dr. Hinrich Habeck

Born in Lübeck, Dr. Hinrich Habeck studied biology and philosophy in Freiburg and Tübingen, earning his doctorate in developmental biology. From 1998 to 2004, he worked in the research division of the biotech company Exelixis, later joining Greiner Bio-One as a product manager for diagnostic microarrays. From 2006 to 2012, he worked at Ascenion GmbH, an IP asset management agency in Hamburg, before becoming Managing Director of Life Science Nord Management GmbH in 2012, a cluster organization connecting over 500 companies, universities, and research institutions in the life sciences sector across Hamburg and Schleswig-Holstein. Since 2022, he has served as Managing Director of WTSH before joining ProTecBird in 2025.

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Attachments

