

Executive Summary Dr. Ulrich Koops

Generating the wow effect

A convincing value proposition realizes wishes, also the unspoken ones.

Forging the competent team

Empower and assign key specialists to deliver solutions.

Integrating all facets

Outlisten and integrate differently angled viewpoints to synergize for the optimal performance.

Staying authentic

communicate transparently and target group orientated for a trustworthy and reliable atmosphere.

Orchestrating to go beyond

Know the rules, to...

Customer centric

- Understanding the customer needs beyond the pain points and adjusting the value proposition according to the individual needs to ensure the vision comes true.
- seamlessly synchronized with product management, production, sales and service for best customer experience.

Wide experience in the product life cycle

- Successfully led functions and teams of R&D, quality assurance and quality management, engineering and production, product management and supplier qualification.
- Six Sigma Black Belt, experience in LEAN management, Design for Experiments.
- Always aligned with the regulatory requirements, especially for medical devices.

Strategic planning and execution improving results and efficiency

- Established new product portfolios according to the corporate strategy.
- Established and maintained business plans under consideration of regional aspects of customer demands and sales capabilities.
- Interface management along the PLC, including R&D, application and service, quality assurance and management, supply chain, sales and finance.
- Established and prioritized the development roadmap.

International experience

- Intercultural competency with long-term experience, especially in Europe, North America and Japan, China and India.
- Successfully networked on international scale with customers, sales, service, suppliers and subsidiaries.
- German native speaker, English business fluent, French basic skills.



A handwritten signature in blue ink, appearing to read 'Ulrich Koops', positioned below the portrait.

Long-term experience leading people in teams and across interfaces

- 17 years direct responsibility for up to 17 employees within different groups such as R&D, Quality assurance, engineering, product and category management.
- Strong and highly respected network with external partners, key opinion leaders, suppliers and institutions.
- Continuous improvement through active learning and target orientated teaching.

Career Progression

01/2019 – today 3D Systems Inc, Rock Hill, SC, USA

Category Manager Production Printing Solutions

- Working across the matrix in functional teams – no direct reports.
- Ambassador of the customer to successfully manage and further expand the category of production printers and its software.
- Redefining the customer journey to enable sales to grow and to accelerate the opportunity progression through the pipeline via the product launch process, campaigns and events, tools and processes.
- Empowered and driven the workflow solution to match customer needs and requirements as well as the understanding of AM in production environments.

12/2013 – 06/2018 Kulzer GmbH, Hanau

Head of Product management for dental digital fixed prosthetics

- Team lead for 4 product managers.
- Define and position digital dental products and manufacturing processes according to customer needs, market trends and economical contribution.
- Develop the portfolio strategy and prioritize the R&D roadmap.
- Generated the new product portfolio for 3D printing.
- Secured exclusivity for the fastest printer and reduced development costs by 30%.
- Synchronized with sales/service to be the reference for the best customer experience.

02/2007 – 11/2013 Heraeus Materials Technology GmbH&Co.KG, Hanau

Head of Engineering for the more luxurious life

- Implement new products and production processes into manufacturing according to customer defined quality needs.
- Ensure profitability of manufacturing and preparing quotes.
- Generated the new product line of luxurious goods.
- Ensured customer bonding by co-developing design and function.
- Implemented most efficient production processes to ensure perfect quality.
- Implemented Risk Management according to ISO 14971 for the production of dental alloys as a manufacturer for third party customers.

01/2001 – 02/2007 Heraeus Kulzer GmbH&Co.KG, Hanau

01/2001 -12/2003 Researching developer

01/2004 – 02/2007 Head of Research and development

Company information

3D Systems GmbH, Mörfelden-Walldorf, Germany

3D Systems, Inc. is the world leader in providing numerous technologies and services for additive manufacturing. These are used in the design, development and production stages of many industries, including aerospace, automotive, healthcare, dental, entertainment and durable goods. The company offers a range of professional- and production-grade 3D printers as well as software and materials.

Founded in 1986 and headquartered in Rock Hill, SC, USA more than 2500 employees in 13 facilities engaging in 68 countries have generated a revenue of 687M US\$ in 2018.

The 3D Systems GmbH is the German legal entity of 3D Systems Inc. (NYSE: DDD).

www.3dsystems.com

Hanau, Kulzer GmbH, Hanau, Germany

Kulzer is one of the world's leading dental companies with its headquarters in Hanau, Germany. As a trusted partner, the company supplies dentists and dental technicians with an extensive product range, covering cosmetic dentistry, tooth preservation, prosthetics, periodontology and digital dentistry. More than 1,500 employees at 26 locations worldwide are driven by their expertise and passion for the dental market and embody what the name Kulzer stands for service, quality and innovation.

Kulzer has been part of the Japanese Mitsui Chemicals Group since July 2013. Mitsui Chemicals, Inc. (MCI) is based in Tokyo, and has 137 affiliates with more than 14,300 employees in 27 countries worldwide. Its innovative, practical chemical products are as much in demand in the automotive, electronics and packaging industries as they are in other fields such as environmental protection and healthcare.

www.kulzer-dental.com

Heraeus Materials Technology GmbH&Co.KG, Hanau, Germany

A globally leading technology group, Heraeus is headquartered in Hanau, Germany. Founded in 1851, it is a family-owned portfolio company which traces its roots back to a pharmacy opened by the family in 1660. Today, Heraeus combines businesses in the environmental, energy, electronics, health, mobility and industrial applications sectors.

www.heraeus.com

Heraeus Kulzer GmbH&Co.KG, Hanau

An internationally acting dental company within the Heraeus Holding, offering a broad portfolio of material-based solutions in the areas of aesthetic dentistry, digital dentistry, preservation, prosthetics and periodontology.