



## **Dr.-Ing. chem. Ulrich Koops**

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Born on February 16<sup>th</sup>, 1971  
married, two children

**Generating  
the wow effect**

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

**Forging  
the competent team**

Empower and assign key specialists with clear  
targets 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, challenge the rules and reshape  
them for a better solution.

Ober-Ramstadt      February 1<sup>st</sup>, 2025

**Long-term experience  
leading people in teams and  
across interfaces**

> 24 years direct responsibility for up to 17 employees within different groups such as R&D, Quality assurance, engineering, sales, 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.

**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.

**Sustainable 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.

Restructuring and rebuilding teams for better performance and faster results.

**Customer centric**

Clear market segmentation to form differentiated customer groups

Understanding these customer needs beyond the urgent 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.

**International experience**

Successfully networked on international scale with customers, sales, service, suppliers and subsidiaries.

Intercultural competency with long-term experience, especially in Europe, North America as well as Japan, China and India.

04/2023 – 01/2025  
**Product Category Manager**  
ProductionToGo GmbH

Working across the matrix in the complete value chain  
– no direct reports

**Tasks**

- New product line introductions
- Identification and development of complementary portfolio additions
- Redefine and improve the customer journey

**Achievements**

- Ambassador of the customer towards technical and sales departments
- Establishment of INFINAM Photopolymers and SLS-Powders in the portfolio
- I am the Subject Matter Expert at the interface to the customer
- Expert in medical device manufacturing

05/2021 – 10/2022  
**Head of Product- and  
Marketingmanagement**  
**Foot Orthopedics**  
Bauerfeind AG

5 direct reports

**Tasks**

- Responsible to successfully manage and further expand the business unit foot orthopedics – medical insoles
- Strategic orientation of the business unit
- Managing growth and fit to Bauerfeind's value propositions

**Achievements**

- Developed the strategic vision and mission of the business unit
- Formulated clear targets to achieve short and mid term
- Rebuilt team spirit
- Putting the speed on the road!

01/2019 – 12/2020  
**Category Manager**  
**Production Printing Solutions**  
3D Systems

working across the matrix in functional teams – no direct reports

**Tasks**

- Responsible to successfully manage and further expand the category of production printers and consumables as well as respective software
- Ambassador of the customer towards Product Management and Product Marketing
- Identify and establish new market segments
- Sales Enablement via the product launch process, campaigns and events, tools, processes, improvements

**Achievements**

- Defined and conducted GoToMarket strategies for dental aligners and aerospace
- Empowered and driven the workflow solution to match customer needs and requirements as well as the understanding of AM in production environments
- Initiated and driven process optimizations to improve the customer journey
- Successfully conducted customer events on the full 3D Systems portfolio along the manufacturing workflow

12/2013 – 06/2018  
**Head of Product management**  
**dental digital fixed prosthetics**  
Kulzer GmbH

Team lead for 4 product managers

**Tasks**

- 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
- Establish and maintain business plans
- Set the global pricing strategy

**Achievements**

- Generated the new product portfolio for dental 3D printing (cara Print 4.0) within 10 months from taking over the project idea to market launch
- Secured exclusivity for the fastest printer and reduced development costs by 30%
- Strategically launched at IDS 2017: a firework in live printing generated tremendous demand from all international customers
- Synchronized with sales/service to be the reference for the best customer experience

02/2007 – 11/2013  
**Head of Engineering for the  
more luxurious life**  
Heraeus Materials Technology  
GmbH&Co.KG

Team lead for 4 engineers and technicians

**Tasks**

- Implement new products and production processes into manufacturing according to customer defined quality needs
- Ensure profitability of manufacturing and preparing quotes
- Represent the technology at the customer
- Production support for dental alloys

**Achievements**

- Generated the new product line of precious metal components for luxurious goods (VERTU mobile phones)
- Ensured customer bonding by co-developing design and function
- Implemented most efficient production processes to ensure perfect quality
- Kept production flexible to produce from single part to mid-size batches
- Implemented Risk management according to ISO 14971 for the production of dental alloys as a manufacturer for third party customers

01/2004 – 02/2007  
**Head of Research and  
development dental materials  
and processes**

Team lead for 17 scientists, technicians and lab specialists

**Tasks**

- Development of dental materials and devices according to user requirements and functional specifications
- Ensure compliance to international laws and standards (e.g. MDD, ISO 14971)
- Represent the technology at key opinion leaders, organisations, universities

**Achievements**

- Cut Galvano forming times by 70% to ensure customer flexibility
- Extended the limits of gold containing alloys by systematic data mining
- Initiated and set the foundation for the digital transformation of dental manufacturing: central CAD/CAM production of zirconia frameworks
- Enhanced ISO testing performance for dental alloys
- Taught electrochemistry at an assistant lecturer at FH Osnabrück

01/2001 – 12/2003  
**Researching developer dental  
materials and processes**  
Heraeus Kulzer GmbH&Co.KG

04/1997 – 12/2000  
**Doctorate Physical Chemistry**  
**(Ph. D.)**

10/1991 – 02/1997  
**Diploma-Studies of Chemistry**

Technical University  
of Darmstadt

**Improving skills throughout  
the time (selection)**

Thesis: "Oxidation of Intermetallic Compounds"  
summa cum laude

Diploma Thesis: „In situ investigations on the  
oxidation of intermetallic compounds in the system  
Cobalt-Gallium-Oxygen using time and temperature  
dependent xray diffraction “

Very good

- Qualified expert acc. ChemVerbotsVerordnung
- The Art of hosting
- Six Sigma black belt
- Leadership workshop LEAN Management
- Bringing projects to success
- International Management Programme
  - Strategy and Marketing, Human Resources  
Management, Leadership, Financial  
Management, Controlling, M&A
- succeeding in complex negotiations
- Design of experiments

<b>Languages</b>	<ul style="list-style-type: none"> <li>• German: native speaker</li> <li>• English: fluent on contractual level</li> <li>• French: basics</li> </ul>
<b>IT skills</b>	<ul style="list-style-type: none"> <li>• MS Office including MS Project and MS Visio</li> <li>• SAP R/3, SAP HANA and SalesForce</li> <li>• Minitab</li> <li>• Mindjet Mindmanager</li> <li>• CAD/CAM viewers, manipulators and slicing software</li> </ul>
<b>Staying balanced</b>	<ul style="list-style-type: none"> <li>• Hitting the target with my longbow</li> <li>• Cooking without a recipe</li> <li>• scuba diving</li> <li>• sailing</li> <li>• Dabbling on my double base and my trumpet</li> </ul>
<b>Selected patents and applications</b>	<ul style="list-style-type: none"> <li>• 3D shaded printing of dental restorations (2015)</li> <li>• Treatment of Boron containing, Platinum Group Metal based Alloys (2012)</li> <li>• Production of Fibres made of Platinum or Palladium or Alloys based on Platinum or Palladium and of non-woven Mats or Meshes thereof (2010)</li> <li>• Packing and Method for Homogenisation of Dental Material (2007)</li> <li>• Moulding paste and its application, and manufacturing method of ceramic bodies (2007)</li> <li>• Shaping paste, its use and method of production of ceramic bodies (2007)</li> <li>• Galvanische Vorrichtung zur Abscheidung von Edelmetall (Heizprinzip) (2006)</li> <li>• Electroforming with a separation varnish (2005)</li> <li>• Tooth filling material (2005)</li> <li>• Ceramic-noble metal composites for use in the manufacture of dental prosthesis (2005)</li> <li>• Galvanische Vorrichtung zur Abscheidung von Edelmetall (Strömung) (2003)</li> <li>• Einrichtung zur Eingabe von Informationen (1997)</li> </ul>

## Company information

### ProductionToGo GmbH, Karlsbad, Germany

As part of Neck Enterprise Holding, the ProductionToGo GmbH belongs to an innovative group of companies. ProductionToGo is a certified 3D printing reseller and AM solutions provider for industrial and professional 3D printing solutions in DACH and BeNeLux. The product range consists of hardware, materials and software and is complemented by the extensive service offering. The company hosts a large competence center with all relevant processes running to validate all applications on the way of deploying the solution. More than 30 technicians provide in depth advice, quickly responsive support and thorough assistance.

[www.production-to-go.com](http://www.production-to-go.com)

### Bauerfeind AG, Zeulenroda-Triebes, Germany

Bauerfeind provides leading treatment concepts for orthopedic medical devices and compression therapy. Situated in East Thuringia the family-owned company was founded in 1929 and currently generates a revenue of above 300Mio€ on its set growth path. Foundation of the growth are excellent products and service, partnership and innovation.

[www.bauerfeind.de](http://www.bauerfeind.de)

### 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](http://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](http://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](http://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.