

Contact: Bruce Frederic Mendel, 3Shape Communications
E-mail: bruce.mendel@3shape.com
Web: www.3shape.com
Date: January 21, 2016, HQ Copenhagen, Denmark

Matthew Henderson appointed General Manager of 3Shape North America operations

Copenhagen, January 21, 2016 – 3Shape has announced the appointment of Matthew Henderson as General Manager of 3Shape North America operations.

A passionate industry leader, Matthew has worked for over 20 years within the Johnson & Johnson family of companies. With increasing levels of responsibility, he brings to the role extensive experience in sales, global marketing, finance, R & D and people development within disruptive new technologies. Matthew comes to 3Shape with a strong record for building and nourishing partner relationships, with a keen eye for innovation and customer centric business models.

Matthew will be responsible for continuing the rapid expansion of 3Shape's North American business and cementing the company's position as the leading provider of digital dentistry solutions to dental professionals.

"Matthew brings a wealth of experience in driving successful companies and within the global healthcare industry. We are very confident that our team in the USA will benefit from Matthew's strong leadership and passion for building businesses," says Flemming Thorup, 3Shape's President and CEO.

3Shape USA General Manager, Henrik Vestermark will continue in Matthew's team as VP of business development for 3Shape North America.

About 3Shape

3Shape creates 3D scanning and CAD/CAM software solutions. Award-winning technology that enables dental and hearing professionals to treat more people, more effectively and with improved care. A privately-owned company, 3Shape has over 650 employees with a product-development force of more than 230 professionals. Offices and service centers located in the Americas, Asia and Europe serve customers in more than 100 countries. Company headquarters are in Copenhagen, Denmark. www.3shape.com.