

CV Curriculum Vitæ



General Information

Name: **Dirk**
Surname: **Strubbe**
Date of birth: 21-11-1973
Address: Vlieghavenlaan 31
3140 Keerbergen
Belgium

Mobile: +32 473 59.20.51
e-mail: d.strubbe@dental2b.be
website: www.dental2b.be

Place of birth: Bonheiden (Belgium)



In general

- Secondary school: Latin Science - Keerbergen
- Bachelor – Technical Institute Anneessens – Funck Brussels
 - Dental Technician
 - Sales & Marketing expert
- Management Excellence: Vlerick international Business School

Seminars & Experiences:

Vlerick Leuven-Gent – Management Business School : Middle Management Development Program

- Budgetting
- Finance
- People management
- Shareholders value

Salestraining and selling skills at home and abroad (Herbots & Partners, Avantage, PSSIII)

Successful participations on exhibitions (Brussels Expo, IDS Köln, Nürnberg, New York, Las Vegas, Chicago, Rome, Barcelona, Paris, Copenhagen, Oslo)



From 31/07/2021 to present time: **Sales Director EMEA**



- ❑ Responsible for the total EMEA revenue for Formlabs Dental
- ❑ Expansion and development of dealer/reseller network. Stimulate a great customer experience.
- ❑ Building sales teams from scratch all over Europe

Formlabs is one of the fastest growing 3D print companies and working with this great, diverse and ambitious team is a fantastic opportunity which perfectly matches to my ambitions.

We're reinventing 3D Printing and Formlabs Dental is THE professional 3D printer manufacturer of choice for dental labs and practices across the globe.

I build up new sales teams from scratch in Benelux and Nordic and increased

From 01/05/2020 to 31/07/2021: **Sales Director Benelux Nordic**



- ❑ Responsible for the total revenue across the 3Shape product portfolio in the Benelux and Nordic region.
- ❑ I build up new sales teams from scratch in Benelux and Nordic and increased our turnover with more than 50%
- ❑ Leadership of local organization.
- ❑ Managing larger and multiple DSO accounts
- ❑ Making analyses with regard to market characteristics such as costs and profit margins
- ❑ Implementation of the operational marketing plans
- ❑ Coaching of account managers (internal and external) by sales meetings, team buildings, work evaluation, motivational meetings, etc.;
- ❑ Meetings with local partners and Regional Management (eg introduction of new products, personnel policy, corporate identity) to coordinate these activities
- ❑ Directly involved in strengthening and handling of reseller network.

From 01/01/2017 to 30/04/2020: **General Manager Excent Dental lab Belgium & Preferred Supplier manager**



EUROPEAN
DENTAL GROUP



Excent Tandtechniek

- ❑ Responsible for the P&L of the Excent Dental labs in Belgium
- ❑ Building a new digital eco system and digital production center
- ❑ Acquisitions of new Dental labs in Belgium
- ❑ Reporting directly to the CEO of Excent Dental Lab Benelux
- ❑ Operational manager for digitalisation of the Benelux Dental labs

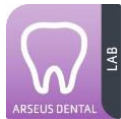
- ❑ Represent Excent Dental lab by professional organizations
- ❑ Building the base of what is now known as European Dental Group with the senior management team of Dental Clinics, Flemming and Excent
- ❑ Hiring and firing of any employee at Excent Dental lab Benelux
- ❑ Supervising Internal and external Sales force

From 1/01/2013 to 31/12/2016: General Manager Benelux Arseus LAB Europe



- ❑ Responsible for the complete P&L Arseus LAB NV, Arseus LAB BV, Novux LAB BV
- ❑ Guiding the acquisition by Henry Schein, Inc. (NASDAQ:HSIC)
- ❑ Reporting directly to the CEO of Arseus LAB Europe
- ❑ Acting in the name of and for the different Arseus LAB companies regarding the state and the municipalities, customs, tax authorities and any other public authorities
- ❑ Represent Arseus Dental LAB by professional organizations
- ❑ Representing Arseus Dental LAB in employers' organizations and trade unions
- ❑ Hiring and firing of any employee at Arseus Dental LAB
- ❑ Representing the company in court proceedings
- ❑ Supervising Internal and external Sales force

From 1/04/2007 to 31/12/2012: Sales Manager Benelux Arseus LAB Europe



- ❑ Responsible for Sales & marketing Arseus LAB NV (Belgium), Arseus Lab BV (Holland), Novux LAB BV (Holland)
- ❑ Reporting directly to the CEO of Arseus LAB Europe
- ❑ Founder of the CAD/CAM Novux project by Arseus LAB
- ❑ Supervising Internal and external Sales force

From 1/06/2006 to present time: Managing Director Dental2b bvba



- ❑ Founder of Dental2b bvba
- ❑ **Dental2b is a management company from which the consultancy services of Dirk Strubbe are invoiced to third parties (at this moment as a General manager for 3Shape).**
- ❑ Main project before starting by Arseus LAB was the introduction of ISUS – implant suprastructures - ES Healthcare in the worldwide market, starting from greenfeeld, which was a huge success (now Sirona-Dentsply Implants)



From 1/11/1999 to 31/05/2006: **District Manager Cavex (part of Heraeus Kulzer)**



- ❑ Responsible for the sales of the cavex products on the Belgian and French market.
- ❑ Wrote business & marketing plan
- ❑ Visiting wholesalers in Benelux en France
- ❑ Co-travelling en supporting the sales representatives from the dealers
- ❑ Product presentations and lectures for dentists and wholesalers
- ❑ Participation on exhibitions in **Benelux** (Dentex, Dental Expo), **Germany** (IDS every 2 year), **France** (ADF), **USA** (Chicago Midwinter meeting)
- ❑ Conferences and seminars for sales representatives and wholesale management in France, Italy, Spain, Sweden, UK, USA

From 1/02/1999 to 31/10/1999: **Sales and Marketing Manager ABC Dental & Pharma (Dental wholesale company)**

- ❑ Customer service and direct sales to dentists on the local market (3 days/week)
- ❑ Supervising sales representatives Eurodental (8 sales reps.) (2 days/week)
- ❑ Marketing for Eurodental & medical (direct mail, mailorder, and salesbook for the sales representatives)

From 02/09/1993 to 31/01/1999: **Area Manager Belgium/Luxembourg at Heraeus Kulzer (Dental products manufacturer)**

Heraeus

- ❑ Responsible for the sales of Heraeus Kulzer products on the Belgian and Luxembourg market.
- ❑ Wrote business plans and marketing plans
- ❑ Visiting dealer network in Benelux
- ❑ Participation on exhibitions
- ❑ Product presentator and demonstrator on local events
- ❑ Member of Unamec-Denip (Belgian-Luxemburg Association of dental manufacturers)



Languages: Highly fluent in Dutch, French, English and German

PC knowledge: all usual software packages :Windows, Word, Excell, Powerpoint, Photodraw, Photoshop, Frontpage (HTML), Marketing Database (MDB), Maximizer, Centric (Trade) Discoverer, reporting software like PowerBI, Qlickview etc.

Personal interests and additional information



Scouting: Former scout leader in different functions (locally, provincial and national)

Cooking: member of cooking club

Politics:

Lions service Club : I am Member of Lions Club “De drie dennen” since 2009 in Keerbergen and served for several humanity projects

As a human conscientious, motivated, positive attitude, a good organizer with a long term vision and always with an entrepreneur attitude.

References from previous position



“Working for and with Dirk is very inspiring. He has a broad knowledge of the dental market and with his technical knowledge and commercial experience and willing to share all this, Dirk is a strong motivator for his team. When taking over the position of Manager Nordic & Benelux at 3Shape he managed in a short period of time to set up a new organization to reach excellent sales results by creating a strong bond of trust within the team.

Dirk always shows great understanding of customer and business requirements and possibilities. I appreciate his positive, clear and open attitude. Dirk's drive for excellence, his support to his team and passion for dentistry makes him a great colleague to work with.

Frank Tromp – Sales Manager 3Shape Benelux



Dirk is a solid, highly driven and structured manager. Hunter rather than a farmer. Should I be able to work with him again tomorrow, I do not doubt for a moment.

Dominique Deschietere - former ceo Arseus Lab a Henry Schein Company



“Working with Dirk was a great experience. He is very organized person, humble and a dedicated individual. It has been a pleasure to experience his sustainable analytics, razor sharp focus and high speed execution that lead to creative solutions. I do highly recommend Dirk.” **Fredrik Jonsson - Nordic Product Manager Scanners – Unident Sweden**



“I worked with Dirk during almost 10 years. I admire how he managed to position Arseus Lab as "the" dental dealer in Belgium and Netherlands. He has a deep knowledge of the dental laboratory market, high customer orientation and he is an excellent networker.” **Daniela Prelog - Head of Go to Market EMEA bei Ivoclar Vivadent AG**



"Dirk has a true capacity to inspire and stimulate people. He is very result driven and by sharing his insight and goals he can make his team achieve more.

What I really like about him is that he shares his own knowledge and always listens to input of others." **Lindsey Beunens – Former Office Manager Arseus Lab**



"Dirk was my immediate superior, he gave me the chance for 8.5 years to develop myself in the direction I had in mind myself. He has made me a better sales person in the Dental Lab market. Dirk was my executive with an innovative vision on the future and he had the know-how to achieve strategic solutions. " **Jordy De Maere – Former Account Manager at Arseus-Lab Belgium**



"I've worked alongside Dirk for more than 6 years. I've seen Dirk not only excel as a teamleader but also taking full P&L responsibility of the Benelux lab-business. He is a versatile, high-energy professional with an open communication towards colleagues. As a specialist in dental laboratory Dirk was able to combine maintaining the traditional business while profiling the company as a early adopter for the new technology."

Yves Debisschop CFO Finance, Accounting, Reporting and Controlling Arseus Lab



"Dirk is someone who has Dental blood in his veins. He is like 24/24 Dental. He is focused on the future of the Dental Business and always sees the big picture. He always works with the people around him in a team. For many years we have worked together. First in sales to dentists and then at Arseus Lab.

Dirk has given me opportunities to climb up higher and was understanding when I decided to give a new direction to my career by opting for the help desk. " **Youri Van Miegroet – 3Shape**



"I worked with Dirk when we both were at Heraeus and also during his time at Cavex. Dirk always has been a customer focused, well connected manager that knows Benelux extremely well.

Liked by colleagues and peers alike he has made his way in an honest and straightforward manner. A true asset to the dental industry!" **Christian Brutzer - President at Ivoclar Vivadent Inc**



"Dirk is a very good manager and colleague. His strong points are : experience in the lab business - people management -strategy." **Eddy Droogmans - Sales Manager dental equipment at Henry Schein**