

3Shape strengthens growth strategy with new CEO

Copenhagen, February 28, 2025 – The Board of Directors of 3Shape has appointed Jacob Vishof Paulsen as new Chief Executive Officer (CEO). Jacob Vishof Paulsen succeeds Jakob Just-Bomholt who will be stepping down after five successful years in the position.

In the past five years, 3Shape has strengthened its market position, achieved industry leading profitability, and built a strong global organization. Today, 3Shape stands as a recognized innovator in digital dentistry with groundbreaking products, serving customers in more than 100 countries.

As 3Shape enters a new phase, aiming to fulfill its high growth and expansion ambitions, the Board of Directors has appointed Jacob Vishof Paulsen as new CEO.

“We are pleased to welcome Jacob Vishof Paulsen as our new CEO. Jacob has a proven track record of delivering remarkable results in commercially complex industries and possesses unique leadership qualities that align with 3Shape’s values. Over a 20-year period, he has been an instrumental part of Chr. Hansen’s growth journey - through private equity ownership, the company’s IPO, and most recently as a part of the creation of the world-leading biosolutions company, Novonesis. We are confident that Jacob is the right profile to unlock our strong potential and accelerate our growth alongside our dedicated employees,” says Jørgen Jensen, Chairman of the Board.

Jacob Vishof Paulsen comes from a position as Executive Vice President at Novonesis and has previously worked for both McKinsey and Thermo Fisher Scientific. He will be responsible for leading 3Shape’s ambitious growth strategy, with a clear focus on expanding our commercial market reach, accelerate innovation and strengthening the company’s position as a global leader in digital dentistry.

Jacob Vishof Paulsen says:

“I am honored to join a company as strong in mission and strategy as 3Shape. With its unique digital and innovative products and business model, the company has established a solid market position worldwide - providing a strong foundation for unlocking its tremendous growth potential. I look forward to working with the entire team at 3Shape. Together we will deliver value for our customers and remain at the forefront of innovation in dentistry.”

With the appointment of Jacob Vishof Paulsen as CEO, Jakob Just-Bomholt will step down after five years at 3Shape where the company has undergone significant and important professionalization and development.

“The Board would like to extend its sincere gratitude to Jakob Just-Bomholt for his dedication and achievements. He has played a key role in transitioning 3Shape from a founder led company, solidifying 3Shape’s foundation, setting a strategic direction, and thereby positioning the company for future success. We feel that now is the right time for a new leadership perspective,” says Jørgen Jensen, Chairman of the Board.

Jakob Just-Bomholt says:

"I am proud of the development 3Shape has undergone during the past five years. Since 2020, we have consistently strengthened our market position in digital dentistry and consequently delivered strong financial results. I truly wish 3Shape, my former colleagues and the incoming CEO all the best. A big appreciation particularly to Tais and Nikolaj, the two founders, as well as Chair Jørgen Jensen and EQT representative Mads Ditlevsen for all the support, encouragement, and input over the years."

About 3Shape

3Shape is a global innovator in digital dentistry, empowering dental professionals to provide superior dental care for every patient, every time. Its award-winning digital solutions advance and connect practices and labs. Founded in Denmark in 2000, 3Shape employs more than 2,200 dedicated professionals, who together serve customers in 100+ countries. Private equity fund EQT has been a shareholder since 2022. For more information, visit www.3shape.com.

For media inquiries, please contact:

Andrea Philipsen
+45 42 75 88 66
ap@ulvemanborsting.com