



3Shape appoints Rasmus Hannemann as Senior Vice President, Portfolio & Product Strategy



Copenhagen, Denmark, January 27, 2026 – 3Shape today announced the appointment of Rasmus Hannemann as Senior Vice President, Portfolio & Product Strategy, effective 9 March. Rasmus will step into the Senior Leadership Team and will report directly to CEO Jacob Paulsen.

Rasmus joins 3Shape from Coloplast, where he spent more than 20 years in senior leadership roles spanning strategy, product management, marketing, and global business leadership. Most recently, he served as Vice President, Group Development & Strategy, with responsibility for corporate strategy, M&A, and post-merger integration. Prior to that, he led Coloplast’s global Wound & Skin Care business and held several executive roles across global functions and the US market.

In his new role, Rasmus will lead 3Shape’s Portfolio & Product Strategy organization, strengthening alignment across product strategy, innovation, and commercial execution as the company continues to evolve its portfolio and long-term growth strategy.

“Rasmus brings deep experience, strong strategic capability, and a pragmatic, people-focused leadership style. He is well positioned to build on the strong foundation established in recent months and to play a central role in shaping 3Shape’s future,” says Jacob Paulsen, CEO of 3Shape.

Rasmus Hannemann will officially join 3Shape on March 9, 2026.

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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 2021. For more information, visit www.3shape.com.