

# Curriculum Vitae

## Leo Smit Innovation Leader

### Personalia

Leo Smit  
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### Profile

I am a strategic and results driven business professional with a proven track record of efficiently bringing innovative and market driven technologies to commercial success. I combine high level technical skills with a strong commercial drive. I am energetic and have a strong passion for turning technologies that improve health and society into a business reality. I have delivered new PMC's, created branding campaigns, innovated business models, negotiated complex business and R&D agreements, formulated successful business partnerships and brought the outcomes to leading market shares and high revenue growth. I enjoy working in an open, dynamic and creative environment, together with like-minded team players.

### Professional experience

#### **05/2016 – Present**      **Director and Founder *insightfully Innovate***

Strategic innovation consultant focused on business development in Industrial textiles, Healthcare and Sports markets. Utilizing discovery-driven planning and opportunity engineering methodologies.

#### **2015 – 03/2016**      **Director Innovation Partnership DSM - Team Giant-Alpecin**

Created and coordinated the innovation partnership with Team Giant-Alpecin, the successful WorldTour professional cycling team. DSM supports Team Giant-Alpecin with innovations that help improve the performance of their riders and are subsequently commercialized.

In the first year protective cycling shorts were launched, which demonstratively protected the riders in several heavy crashes. The product received a prestigious Eurobike award.

#### **2012 – 03/2016**      **Branding and Communications Director at DSM Innovation Center**

Supported DSM's innovation strategy through focused communication strategies:

- Externally with campaigns clearly linking DSM's mission and ambition to actual achievements in the various end-markets, involving executives and employees at various levels in the company.
- Internally through dedicated engagement and knowledge sharing programs, specifically within the Science and Innovation communities.

Reported to Chief Innovation Officer and Chief Technology Officer; 6 direct reports.

#### **10/2010 – 12/2011**      **Strategic Projects at DSM Innovation Center**

Responsible for various strategic projects in the Emerging Business Areas of the DSM Innovation Center:

- Created and implemented a BU-wide Licensing Business Model, harmonizing customer approach and optimizing value capturing for the DSM Biomedical portfolio.
- Strategic positioning update for DSM Biomedical, formulating a pathway for forward integration.
- Evaluation of the proprietary Anti-Reflective Coatings platform of DSM Advanced Surfaces as a solution for the small display (Mobile, Tablet) market.

#### **2007 – 10/2010**      **Business Director Implant Solutions at DSM Biomedical**

Strategic and operational management of the Implant Solutions segment:

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- Aligning the product lines from the original DSM unit and the acquired Polymer Technology Group
- Directing the operational sales, product development and market launches in the orthopedic market.  
Example:
- Technology and business development of a novel stabilizer for medical polyethylene applied in hip and knee arthroplasty. See:[http://www.dsm.com/markets/medical/en\\_US/products-page/products-polymer-stabilizing-technology.html](http://www.dsm.com/markets/medical/en_US/products-page/products-polymer-stabilizing-technology.html)
- Reported to BU Director; member of the Management Team; 4 direct reports.

### **2004 – 12/2006 Business Manager Medical at DSM Dyneema**

Building the medical segment for Dyneema, with the Dyneema Purity® product-line.

- Created and executed the business development strategy. Directed product and process development; brand development. Negotiated supply agreements and trademark license agreements.
- Reported to BU Director.

The Dyneema Purity® product line has exceptionally high margins and profitability. Launched in 2004, Dyneema Purity® became the raw material of choice for orthopedic sutures within 4 years and is currently the leading raw material for high strength medical textiles. In 2015 it has been earmarked as one of the top 100 innovations from the Netherlands.

See [http://www.dsm.com/markets/medical/en\\_US/products-page/products-uhmwpe-fibers.html](http://www.dsm.com/markets/medical/en_US/products-page/products-uhmwpe-fibers.html)

### **11/1999 - 2004 Manager Business Development at DSM Dyneema**

- Managed the pipeline of new application developments for DSM's ultra-strong polyethylene fiber.
- Created and managed the process to find, select and handle new opportunities.
- Started various new PMC's, notably the Medical PMC and Air Cargo Transportation.
- Reported to BU Director; 3 direct reports.

### **10/1988 – 11/1999 Various R&D roles at DSM Research**

- Research career developed from scientific expert role in the field of liquid mixing, through team leader for the reactor engineering discipline towards department manager of process technology for the entire polyolefins businesses (various types of polyethylene and polypropylene; EPDM elastomers, now mostly owned by SABIC and ARLANXEO)..
- Reported to VP R&D Process Technology and VP R&D Polyolefins. Up to 20 direct reports in final role.

## Education

<b>1976 – 1982</b>	<b>VWO (Pre University Education) at Guillaume Farel in Ridderkerk</b>
<b>1982 – 1987</b>	<b>Technical University Delft - MSc, Chemical Engineering</b>

## Honors and Awards

### **1999 Hoogewerff Young Professional Award**

Award for young Chemical Engineers in the Netherlands. The jury awarded this because "Smit is an example of an excellent engineer, aimed at the development and application of new technologies, where he delivers results of high quality and shows great creativity and innovativeness".

### **2005 DSM Brand New Day Award**

Together with Nathali Donatz for the Dyneema Purity® ingredient branding campaign.

## Languages

Dutch – native / English – fluent / German – basic

## Interests

Art / Watercolor painting / Nature – gardening / Tennis / Travel