



**Leo Smit**

**Strategic Innovation Leadership**

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A strategic innovation leader with a proven track record in creating new business ventures, turning creative product ideas into commercial success.

My focus is to create true added value by designing unique Value Propositions based on a thorough understanding of the value chain and (end) customer needs.

The Value Proposition is the heart of any business; an accurate design marks the difference between a failed project and a successful venture.

Radical innovations that benefit a healthy life style have my preference, e.g in healthcare and sports.

I support companies growing their bottom-line by developing innovation strategies, creating new ventures, executing business development, designing value propositions, value pricing and project management.

### Business skills

- New Business Development
- Venture Management
- Value Proposition Design
- Value Pricing
- Product Development
- Technology Management

### Market Experience & Networks

- HP Fibers / Technical Textiles
- Biomedical Materials
- Medical Devices  
(eg orthopedics and cardio-vascular)
- Sports Gear  
(eg cycling)

### Technological Competences

- Polymeric Materials Application
- Fiber and Textile Technology
- Process Technology

### R&D

Scientist – Process Technology  
Group Leader – Department Manager

### Innovation

New Business Development DSM  
Dyneema and DSM Advanced Surfaces  
Business Management Biomedical Fibers

Strategic Management  
Biomedical Implant Materials

Innovation Partnership  
DSM – Team Giant-Alpecin

### Communications

External thought-leadership  
Marketing communications  
Internal knowledge sharing



Leo is a creative and innovative Business Manager with particular strengths in new and embryonic business areas. He is easy to work with and brings lots of energy and excitement to his job. He has particular strengths in Performance Materials and the Medical Device industry.  
Steve Hartig, ICM

Leo is one of the most competent business development managers that I have ever worked with. In addition to his business skills, he is very knowledgeable in polymer technology, including processing, properties, and applications. He is also a very honest and forthright person who seems to truly work toward a business relationship that is mutually beneficial for both parties.

I recommend him without any hesitation.  
Jon Moseley, Wright Medical

Without doubt Leo is the founder of the biomedical business based on Dyneema. He developed successfully the biomedical Dyneema segment from scratch. Based on a thorough understanding of the value chain, Leo was able to develop a unique business model which provides healthy margins. The Dyneema biomedical segment was the basis for DSMs emerging business area Biomedical.  
Frank Schaap, Brightlands