



Leading European management consultancy 3DSE establishes US presence in Chicago

Munich, 02 June 2023 - The boutique management consultancy for R&D competitiveness – 3DSE – is expanding its global reach starting June of 2023. Already working with several large American clients for many years, the firm has decided to extend its US footprint and market share growth establishing an office in the US. The new headquarters in Chicago will run under the management of Barbara Riegger.

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3DSE has been successfully providing highly specialized management consulting services with a focus on R&D competitiveness since it was founded in 2001. The headquarters in Munich quickly expanded beyond successful cooperation with German and European clients and a branch office was opened in Linz, Austria, in 2004. In 2019, the Austrian office was moved to Vienna.

The company has already been working with clients in the United States for more than eight years, and as a result, the concept for international expansion took form. The new American office was officially opened by Barbara Riegger, President, 3DSE USA on June 1st. It is positioned to grow business in this region, provide better support to local clients and facilitate local delivery of services.

3DSE selected Chicago as its US headquarters having a sound client base already established in the Great Lakes area. This area is home to major target industries for 3DSE's future business development (e.g. automotive, mobile machines). Chicago's hub location for international travel also eases connections to and from Germany and to other US sites.

Founder and Managing Partner, Dr. Armin Schulz, explained: "Our clients will benefit from our move in two ways: Many of our central European clients with US R&D sites will now have the opportunity to work with 3DSE in the US as well. And purely US-based clients can now benefit from our expertise gained while working with our European clients."

3DSE will help current and future American clients take their R&D competitiveness to the next level, with a focus on innovation and expertise in a wide range of industrial domains. Due to strong automotive and engineering expertise within the German headquarters, 3DSE will initially focus on companies in those fields. The expansion not



only benefits clients, but it also opens many new opportunities for employees on both continents to share their global perspectives and enhance their skills on an international level.

About Barbara Riegger

Barbara Riegger has helped prepare the US market entry plan for 3DSE as an external consultant and assisted in the establishment of the legal entity.

The native German has been in the US since 2016 and has since become a US citizen. She worked for the business consultancy EY for more than 16 years, helping building the company's strategy and innovation practice. While in the US, she opened Nemetschek's US headquarters, a German software company in the construction industry. Since 2019, Ms. Riegger has been self-employed providing clients with support in business management and helping them deal with start-up requirements and the challenges associated with entering a market and building a business.

About 3DSE

3DSE is a boutique management consultancy for R&D competitiveness founded in 2001. The company is based in Munich, Germany and has three international locations. 3DSE works with clients from the automotive, mobile machinery, medical devices, defense & aerospace, home appliances, and electronics industry. Customers include John Deere, BMW, Mercedes, VW, Airbus, Miele, BBraun, Magna Powertrain just to name a few.

The company's services help its customers increase R&D competitiveness by improving performance, developing sustainable growth and reducing complexity within R&D topics. 3DSE's proven methods have helped clients shorten the time to market by up to 30 %, increase R&D efficiency by up to 24 % and reduce poor quality-related costs by up to 35%.

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