

## **OptiSense continues to grow and appoints a new executive director**

**With a significantly higher revenue goal, achievable via increased activity in new markets, ambitious plans for staff recruitment and systematic marketing investment, OptiSense GmbH & Co.KG is paving the way for further growth in 2020.**

**This is made possible by the consistent technological focus on digital networking, the further expansion of automated quality controls and cross-process analysis options with which OptiSense, as a market leader in miniaturised coating thickness testing systems, will support industrial customers in the future.**



### **DR. JENS HEYMANS**

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OptiSense has achieved a continuous increase in turnover in recent years. As a result of this sustained growth, the manufacturer of coating thickness testing systems is continuing to invest in its management team. Appointed on 15 April 2020, Dr Jens Heymans has been bringing his expertise to bear as the new Executive Director of Sales and Marketing.

"We have had a successful and trust-based working relationship with Dr Heymans for some time now", says Georg Nelke, long-standing executive director of OptiSense: "In his previous positions, Dr Heymans achieved excellent results in strategic growth, espe-

cially in business development and the expansion of partner networks. We are delighted to have gained such a well-established expansion expert as our new executive director".

OptiSense is the world's leading provider of precise and reliable photo-thermal measurement of coating thicknesses. As a pioneer of many innovative products, OptiSense solutions include single-sensor systems as well as measuring devices with multiple sensors – all of them contact-free, fast and very precise. "I would like to work with the OptiSense team to continue writing this success story and also to set new standards", explains Dr Jens Heymans. "Transferring these strategies to other regions and markets around the world is a challenging and exciting task."

Another goal is to push ahead with digital networking in order to bring about a transformation from the industrial production that has hitherto existed to a seamless unification of the digital and analogue worlds. "This requires the creation of intelligent and collaborative platforms that network with people, machines and systems via services and applications," Heymans adds.

Thanks to the networking of OptiSense sensors, the real status of all pre-defined parameters that affect quality control can already be precisely recorded, aggregated and documented on a long-term basis as real-time data in the production process. The generated data is visualised automatically by analysis and forecasting procedures, so that individual decisions can be made based on the evaluated data. Predictive maintenance is an important keyword here.

In manufacturing industries, sophisticated automation technologies are already being used along the entire supply chain, with the aim of staying abreast of the increasing variety of components and the cost pressure on companies.

"Automation in quality control, on the other hand, has been neglected, although it is precisely in this area that an increase in added value can be achieved through innovative solutions," says Heymans to illustrate the company's future focus.

## Dr Jens Heymans

Dr Jens Heymans holds a doctorate in economics and has almost 25 years of experience in the electronics, IT and consumer goods industries.

The most important stages of his international career were executive and strategic management positions at Xerox Corporation and in projection design. A native of Düsseldorf, he then went on to enjoy success as an executive director in security services for banks at inform solutions, a subsidiary of the global Scutum Group. Subsequently, Dr Heymans, in his capacity as executive director, was responsible for restructuring and expanding the hi-fi company, Focal Naim Deutschland. The newly appointed OptiSense executive director studied business administration at the Sorbonne (Paris, France) and the University of Fribourg (Switzerland) and holds a PhD in strategic management from the University of Mannheim.

## CONTACT

