

# Uri Masch

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- **Product Manager with strategic understanding of the full technical project lifecycle.**
- Extensive experience in global companies across 3D printing and defense industries.
- Proven ability to manage complex projects from design to mass production.
- Collaboration with global clients, including automotive OEMs (Iveco, Renault, DAF).
- Strong leadership managing project teams and working with R&D, Product Marketing, and other stakeholders.
- Independent, committed, **multilingual (Hebrew, English, Spanish, Italian)**, and adaptable.
- Expertise in customer support, training, and developing implementation tools.
- Business-oriented, results-driven, and a natural problem solver.

## Experience:

### **2013 – Present: Product Manager , Stratasys Ltd.**

*Manufacturer of 3D printers and production systems for rapid prototyping and direct digital manufacturing*

- Collaborating with Product Marketing and R&D teams to develop, launch, and promote new products (NPI).
  - Defining and developing products for multiple industries - Automotive, Defense, and Consumer Goods.
  - Building implementation tools, including training and documentation.
  - Providing Tier 3 customer support for software, materials, and applications.
  - Planned, developed, and led customer training sessions.
  - Leading internal teams (Product Marketing, Production Plant, R&D) to ensure timely product delivery.
- ✓ Started as an Application Engineer in Pre-Sales, engaging with customers and promoting products.

### **2009-2013: Product Manager , Plasan Sasa**

*Manufacturer of custom-built vehicle armor systems for military and commercial vehicles.*

- Leading Armor Vehicle projects from bid initiation through design, engineering, testing, and mass production.
- Collaborating with Marketing and Program Managers on product design and positioning.
- Managing all testing, verifications, and full assembly processes.
- Working closely with clients, including the IDF, Israeli MOD, and automotive OEMs (Iveco, Renault, DAF).
- Directly managing a project team of engineers, workshop developers, and external partners.
- Overseeing budget planning and control for multiple projects.

### **2006-2009: Marketing Manager , Saymar Ltd. (Acquired by Elbit Land Systems)**

- Reporting to: Assembly Plant VP
- Managed all marketing tools, deliverables, and customer visit coordination.
- Initiated new marketing projects and strategies, while handling pricing and quotes for new projects.

### **1993 – 2003 Captain , Israeli Special Forces (Military Service)**

- Leading R&D projects for special vehicles and engineering solutions.
- Overseeing procurement of specialized equipment for advanced operations.
- Commanding and managing a unit of 5 soldiers, ensuring operational readiness and task execution.

**Education:** B.A. in government and politics in Reichman University, Herzliya (2001 – 2004)

**Language:** Hebrew – Native      English – Fluent      Spanish – Fluent      Italian – Very Good

\*\* References available upon request \*\*