

Hans Meeus

Strategic Product Leader / Product Scientist

Bridging user discovery, product structure and business impact

Profile

Strategic Product Leader with 14+ years of experience driving complex software platforms from early discovery to international rollout within regulated and complex software environments.

I operate at the intersection of user needs, technical systems and business strategy — translating deep user research, workflow analysis and system constraints into clear product strategies, structured roadmaps and scalable software solutions.

I am recognized for structuring complexity by aligning UX insights, system understanding and commercial objectives into coherent, scalable product ecosystems.

Product DNA

Discovery & Validation

- Voice of the Customer (VoC) through continuous user research
UX interviews and workflow analysis with domain experts
Data-informed prioritization and adoption tracking
Translating qualitative insights into measurable product impact

Product Strategy & Structure

- Product vision and lifecycle ownership
- Roadmap definition aligned with business objectives
- Backlog ownership, prioritization and refinement
- Epics, user stories and acceptance criteria
- Release planning and market readiness

Systems & Ecosystems

- Multi-platform software ecosystems (desktop, web, mobile, SaaS)
- Platform thinking in complex software environments
- Data consistency across interconnected systems
- Technical literacy across software and infrastructure

Experience

Career Break & ICT Infrastructure Studies

2023 — 2026

After completing a long-term international product leadership role, I deliberately took a career break.

Part of this period was used to return to structured learning, enrolling in an intensive self-study ICT program focused on networking and system administration (CCNA-level networking, Windows Server and workstation administration, Linux essentials, and virtualization).

This period was used to remain technically current and deliberately strengthen learning agility through structured study.

Product Owner / Global Solution Manager

Materialise Dental / Dentsply Sirona — 2009–2023

Led the strategy and evolution of integrated software platforms combining desktop applications, cloud services, mobile tools and hardware-enabled workflows within regulated healthcare environments.

- Defined and executed long-term product roadmaps aligned with business strategy and market positioning
- Acted as the structural bridge between users and development teams
- Owned product backlogs within Agile/Scrum environments
- Established continuous feedback loops with key users and lighthouse customers
- Combined qualitative user research with usage analytics to guide prioritization
- Supported international product launches through structured product messaging
- Delivered customer-facing software training and onboarding sessions, both classroom-based and on-site, translating complex workflows into practical, user-adopted solutions

Sales & Business Development Manager

Materialise Dental — 2004–2009

Built early commercial and market-facing experience supporting international sales, distributor networks and customer onboarding.

This background continues to inform product decision-making, customer empathy and go-to-market alignment in later product leadership roles.

Selected Strategic Products Delivered

Solution	Platform	Model	Focus	Outcome
DS Core	SaaS	Hybrid	Integration	Delivered 2023
Harmonized Editor	Desktop Software	Scrum	UX and Integration	Delivered 2020
Simplant Planning Service	Hybrid SaaS	Waterfall	UX and Workflow	Launched 2016
SimPlant Team-Up	iOS APP	Waterfall	Collaboration & UX	Launched 2014
Simplant O&O	Desktop Software	Waterfall	Clinical simulation software	Launched 2012

Technical Deepening

- CCNA (in progress)
- Networking fundamentals (LAN/WAN, routing & switching awareness)
- Linux & Windows Server
- Virtualization (Proxmox)

Education

Professional Bachelor in Marketing
Heilig Hart Institute, Heverlee

ICT System and Network administrator
VDAB, Genk

Languages

English — Fluent
Dutch — Native
French — Professional