

New appointments to the advisory board

3DSE gains two leading experts in innovation and technology

Press contact
Susanne Romahn
3DSE Management
Consultants GmbH
Tel.: +49 (0) 89 2060298-26
E-Mail: S.Romahn@3DSE.com

September 2025 - 3DSE Management Consultants GmbH is strengthening its Advisory Board with two distinguished members: **Ulrich Kranz** and **Dr. Gerhard Ebenhoch**. With their extensive experience and outstanding expertise, they will provide valuable input for the company's future development.

Ulrich Kranz brings decades of experience in the automotive industry, having held senior positions in Europe, China, and the United States. He began his career in 1986 at BMW, where he played a pivotal role in developing innovative vehicle concepts. As the driving force behind BMW's electric mobility initiative "Project i," he significantly shaped both BMW's and the automotive industry's electrification efforts. In recent years, he has worked for leading technology companies such as Canoo, Faraday Future, and Apple, focusing on future technologies and alternative mobility solutions. With his deep understanding of the automotive industry's transformation, he will bring valuable perspectives to the Advisory Board's work.

Dr. Gerhard Ebenhoch also joins the Advisory Board. After studying aerospace engineering at the University of Stuttgart and earning his doctorate at TU Dresden, he began his career in 1986 at MTU Aero Engines. There, he took on key responsibilities, including serving as Chief Engineer for international engine programs such as the Airbus A400M and Airbus A318. Later, as Head of Technology Management, he helped shape MTU Aero Engines' strategic direction. He was also active in leading European committees, including as Chairman of the BDLI R&T Committee, Co-Chair of the ASD R&T Committee, and a member of the Governing Board of the EU's Clean Sky program. Most recently, he served as Chief Engineer for development within the Future Combat Air System (FCAS-NGFE), in cooperation with Safran.

"With Ulrich Kranz and Dr. Gerhard Ebenhoch, we are gaining two outstanding individuals whose technical excellence, strategic foresight, and international experience will significantly enrich our work," said **Dr. Armin Schulz** and **Stefan Wenzel**, Managing Directors of 3DSE Management Consultants GmbH.

By appointing Ulrich Kranz and Dr. Gerhard Ebenhoch, 3DSE is sending a strong signal for the future and reaffirming its position as a leading consultancy for research, development, and innovation.

3DSE Management Consultants GmbH looks forward to a successful collaboration and enters the coming years with optimism.



About 3DSE

3DSE Management Consultants GmbH partners with the world's leading technology brands to enhance their R&D competitiveness. As the leading independent management consultancy for innovation and R&D, 3DSE operates from offices in Munich, Vienna, and Chicago. Since its founding in 2001, the firm has successfully completed over 800 consulting projects for more than 80 international clients. Focus areas include Agile Systems Engineering, R&D performance improvement, modular product architectures, and disruptive innovation. Core industries served include automotive, mobile machinery, defense, medical devices, rail, and energy.