



News Release

3D Molecular Designs
804 N. Milwaukee St.
Milwaukee, WI 53202
(414) 774-6562
contactus@3dmoleculardesigns.com

For Immediate Release:
November 12, 2019

3D Molecular Designs Announces New Partners

Tim Herman, PhD, founder of 3D Molecular Designs, LLC, announced the Milwaukee School of Engineering University (MSOE) sold its 40 percent share of the company for an undisclosed amount to Diane Herman (Dr. Herman's wife), their children, Heather Ryan and Matt Herman, and colleague, Mark Hoelzer. Dr. Herman noted the sale makes it possible to recognize the contributions of new partners while positioning the company for continued success.

3D Molecular Designs (3DMD), researches, designs and produces innovative, hands-on biomolecular science kits for educators. It primarily serves high school and college educators, but middle school teachers also use its kits. 3DMD also designs and 3-D prints custom physical models of proteins and other molecular structures for biomedical researchers.

Dr. Herman, Diane Herman and Ryan serve as the leadership team, with each bringing specific expertise to the company. While Dr. Herman has provided biomolecular and science education expertise, Ryan has developed 3DMD's small scale manufacturing and fulfillment capabilities and Diane Herman has set the business direction and tone of 3DMD, with an emphasis on high quality products, excellent customer service and a family-friendly workplace for employees. They all continue to be personally involved in product development.

Diane Herman and Ryan have taken the lead in growing the company, since Dr. Herman's full-time position is with MSOE, as director of the Center of BioMolecular Modeling (CBM).

"I never imagined that 3DMD would become so successful," Dr. Herman said. "A successful start-up business requires multiple and diverse skills and Diane and Heather have certainly brought these necessary skills to 3DMD."

Matt Herman, who is employed by Apex Systems, has served as 3DMD's IT consultant since its inception. Hoelzer, also employed full-time by MSOE, has made major contributions in the areas of product development and custom model design. Vito Gervasi, who became a partner in 2005, has also worked with 3DMD since its inception as a consulting engineer and has provided engineering designs for nearly all the company's injection-molded products.

Dr. Herman was on the biochemistry department faculty at the Medical College of Wisconsin for 18 years when he learned about MSOE's rapid prototyping and 3D printing capabilities. He began working with MSOE to create physical models of the proteins he and other researchers were investigating, which led to MSOE opening the CBM in 1998. Dr. Herman has been a leader in adapting and introducing 3-D printed physical models to biomolecular researchers and educators. The CBM researches and develops 3-D printed models, hands-on kits and other materials for bioscience education. It also provides professional development for high school and college educators and outreach programs for middle and high school students.

3DMD was spun off from the CBM at the end of 1999 to further develop and commercialize the best ideas originating in the CBM. Since then, 3DMD has won \$1.9 million in Small Business Innovative Research awards from the National Institutes of Health and National Science Foundation, which have funded the development and field testing of some of 3DMD's most popular products.

"The unique synergy that exists between the Center for BioMolecular Modeling and 3D Molecular Designs has contributed to the success of both organizations. The CBM's work with teachers generates many ideas for innovative instructional tools. 3DMD then turns these ideas into hands-on tools teachers can use in their classrooms to help students understand difficult molecular concepts," Dr. Herman noted.

As with many start-up businesses, 3DMD was first housed in the Herman's small basement. By 2010, it was expanding to upper floors and taking over the house. 3DMD then began leasing space from MSOE and in 2018 moved to its current location, adjacent to the MSOE campus, at 804 N. Milwaukee St., Milwaukee. Many MSOE students work part-time for 3DMD during the school year and full-time in the summer.

#