

Curriculum Vitae

Elke den Ouden was born in Oost- West- en Middelbeers, The Netherlands, on 18 January 1967. In 1990 she received her Masters degree (with distinction) in Industrial Design Engineering from the Delft University of Technology. Since August 1990 she works for Philips, starting in the Mechatronics department of the Centre for Industrial Technology. In 1997 she was transferred to Singapore, to set up a group of consultants to support Philips businesses in Asia Pacific to improve new product development processes and product quality. She ran joint projects with the National University of Singapore and Eindhoven University of Technology. In 2000 she became Managing Consultant of the group of product innovation consultants of Philips Applied Technologies in Eindhoven, The Netherlands, responsible for the competence areas: front-end innovation processes, improvement of product innovation processes and product quality and field call rate reduction.

Since 2000 she holds a part-time position at the Eindhoven University of Technology as assistant professor in the faculty of Technology Management. Her research interest is in improving product quality from the consumer's perspective and improvement of product innovation processes for innovative high-tech products.

She has authored and co-authored over 10 academic publications on product quality in new product development.

She is actively involved in organisations that aim to improve innovation: as member of the governing board of the KIVI/NIRIA afdeling Industrieel Ontwerpen, as industrial member of the program board of the IOP Integrale Product Creatie en Realisatie and as member of the program board of the Product Development & Management Association - Netherlands. She has given lectures on various seminars for industrial audiences and academics, and was invited as chairman for the 3rd seminar of PDMA NL.