

Name: Petronella Henrica (Elke) den Ouden
Date of birth: 18 January 1967
Place of birth: Oost- West- & Middelbeers, The Netherlands
Marital Status: Living together, no children

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MAIN ACTIVITIES ACADEMIC

2014 - ... TU/E FELLOW

Per 1 April 2014 appointed by the board as TU/e fellow to further develop strategic collaboration of the university with public and private organisations in the field of smart lighting and smart cities. Member of the the Innovation, Technology, Entrepreneurship & Marketing (ITEM) group of the Department of Industrial Engineering & Innovation Sciences (IE&IS). Responsible for the contribution to the existing research of the ITEM-group in the area of new product and business development, by bringing in a network of public and private partners and research opportunities in real-life settings. Thereby enhancing the groups position in technology entrepreneurship and innovation management research in general and its research in new business development in public-private value networks in particular. The position integrates three roles at the TU/e:

- Research and education in New Business Development in Public-Private Value Networks as part of the ITEM-group, with a focus on the application field outdoor lighting.
- Program manager of the Brilliant Streets research program in the Intelligent Lighting Institute (ILI) and Smart Cities program of the Data Science Centre Eindhoven (DSC/e), where scientific research is conducted to smart lighting and smart city solutions.
- Project leader TU/e Living Light Labs, setting up the Living Labs on the TU/e campus and initiating and stimulating scientific research on intelligent lighting. In this role also responsible for the strategic collaboration in the Living Light Labs with Philips under the Flagship Lighting.

The integration of the three roles ensures a sound basis for research within a network of companies and public parties (such as various European municipalities). The embedding of the innovation management related research aspects in the ITEM- group ensures a sound scientific basis, and provides opportunities for ITEM-faculty and students to conduct research in this field.

2012 - ... LIGHTHOUSE / INTELLIGENT LIGHTING INSTITUTE AT TU EINDHOVEN, NETHERLANDS

Founder and strategic director of LightHouse, based at the Innovation Lab of the Eindhoven University of Technology. LightHouse is founded to provide expert advise on smart lighting and smart cities, in valorization projects. Responsible for the acquisition and execution of knowledge intensive projects and independent research projects for external organisations, e.g. creating visions and roadmaps and organising knowledge sharing networks on innovative urban solutions with various cities.

2008 – 2013 INDUSTRIAL DESIGN – EINDHOVEN UNIVERSITY OF TECHNOLOGY, NETHERLANDS

Full professor (0,2 FTE) in the section Business Process Design of the Industrial Design Faculty, holding the chair: Industrial aspects of designing intelligent systems, products and related services for social/societal transformation. Conducting research in the field of creating value through design. Supporting graduate students and PhD researchers. . Actively involved in the Intelligent Lighting Institute at the Eindhoven University of Technology, to conduct research and execute projects in the field of designing value for society, users and business stakeholders with intelligent lighting solutions for (semi-) public spaces as part of the research programs Sound Lighting and Brilliant Streets.

2001 – 2008 TECHNOLOGY MANAGEMENT – EINDHOVEN UNIVERSITY OF TECHNOLOGY, NETHERLANDS

Senior researcher (0,2 FTE) in the section Quality & Reliability Engineering group of the Technology Management Faculty. Conducting research in the field of product quality of new products in the perspective of consumers. PhD research subject: Development of a design analysis model for consumer complaints: Revealing a new class of quality problems, completed in March 2006.

MAIN ACTIVITIES INDUSTRIAL

2012 – ... ELKE DEN OUDEN BV – MEANINGFUL INNOVATION

Owner. Providing independent advice and services to various organisations on the creation of meaningful innovations and the design of ecosystems that create value for the various stakeholders of innovative solutions. Most of the projects of the BV are for LightHouse.

2009 – 2012 PHILIPS INNOVATION SERVICES – INNOVATION CONSULTING, EINDHOVEN

Senior Consultant Innovation. Supporting Philips business units world-wide as well as external customers with their innovation strategy and improvement of innovation processes. Special focus on collaborative research programs with universities to develop new innovation approaches. Main focus on innovation strategy and roadmapping, open innovation and innovation of value models.

2000 – 2009 PHILIPS APPLIED TECHNOLOGIES – INDUSTRY CONSULTING, EINDHOVEN

Head of the Product Innovation group, a group of 20 specialists. Next to the Eindhoven main office, also responsible for InnoHub in Singapore (10 persons) and InnoHub in Espoo, Finland (2 persons). Responsible for the development of new and application of new and existing approaches and joint activities with several universities to ensure state-of-the-art competences.

1997 – 2000 PHILIPS CFT ASIA PACIFIC, SINGAPORE

Regional manager of the Development Support group, responsible for the set-up of a local group of specialists to support the Philips BU's in the Asia Pacific region with product development processes. Responsible for local academic cooperation with the National University of Singapore and the Design Technology Institute.

1990 – 1997 PHILIPS CFT DEVELOPMENT SUPPORT, EINDHOVEN, THE NETHERLANDS

Specialist in the Methods & Tools and Product Creation Process Improvement group. Supporting projects within Philips by implementation of tools in product development, and improvement of development processes.

MAIN ACTIVITIES TEACHING & RESEARCH

TEACHING

Various (guest) lectures in the field of managing innovation, innovation processes and business process design.

Educational activities of the Intelligent Lighting Institute as part of the certificate program in the TU/e bachelor program and the Smart Cities educational program of the SEB&C PDEng track and CTEM certificate program.

Supervising and coaching bachelor and master theses (> 25 since 2008).

PHD SUPPORT

Promotor of doctoral thesis of Rens Brankaert at Eindhoven University of Technology. Title: Design for Dementia: A design-driven Living Lab approach to involve people with dementia and their context. Defense March 2016.

Member of the doctoral committee of Esben Skouboe at Aalborg University. Title: Responsive Urban Lighting. Defense in 2014.

Member of the doctoral committee of Daria Casciani at Politecnico di Milano. Title: Social Urban Lighting: Exploring the social dimension of urban lighting for more sustainable urban nightscapes. March 2014.

Member of the doctoral committee of Guido Stompff at Delft University of Technology. Title: Facilitating team cognition – How designers mirror what NPD teams do. 2012.

Member of the doctoral committee of Alex Juarez Cordoba at Eindhoven University of Technology. Title: Semantic web for robots – An application for interoperability between virtual worlds and real robots 2012.

Member of the doctoral committee of Annelies Oosterhoff at Nyenrode Business University. Title: Essentiële kracht in ondernemen : Business spiritualiteit in de Griekse, Indiase en Chinese klassieke elementenleer. 2011.

Member of the doctoral committee of Jasper van Kuijk at Delft University of Technology. Title: Managing product usability – How companies deal with usability in the development of electronic consumer products. 2010.

Member of the doctoral committee of Irene Anggreenit University Twente. Title: Making use of scenarios – Supporting scenario use in product design. 2010.

Promotor of Doctoral thesis of Jeroen Keijzers at Eindhoven University of Technology. Title: Do you really know your consumers? Analysing the impact of consumer knowledge on use and failure evaluation of consumer electronics. 2010.

Member of the doctoral committee of Maurice de Valk at Erasmus University Rotterdam. Title: Quality of the work life balance – The importance of values in well-being management. 2010.

Member of the doctoral committee of Hendry Raharjo for joint PhD at Eindhoven University of Technology & National University Singapore. Title: Some further studies on improving QFD methodology and analysis. 2010.

Member of the doctoral committee of Nagappan Ganesh for joint PhD at Eindhoven University of Technology & National University Singapore. Title: Managing uncertainty aspect of reliability in an iterative product development process. 2009.

Member of the doctoral committee of Vassilis Javed Khan at Eindhoven University of Technology. Title: Mediated awareness for intra-family communication. 2009.

Member of the doctoral committee of Josephine Liem for joint PhD at Eindhoven University of Technology & National University Singapore. Title: Multivariate degradation modeling and application to reliability testing. 2008.

Member of the doctoral committee of Ilse Visser at Eindhoven University of Technology. Title: Analyzing user perceived failure severity in consumer electronics products – Incorporating the user perspective into the Development Process. 2008.

EXTERNAL RESEARCH FUNDING

Acquisition of funding for various LightHouse / Intelligent Lighting Institute projects to create visions and roadmaps for urban lighting / smart city related topics for various public organisations (approx. 1 million Euro), since 2013.

Acquisition of funding for the NWO CLICK-NL project ‘S-mart Strijp-S’ together with TNO (with research budget for TU/e of 60K Euro, funded for 100% by NWO, August 2015).

Acquisition of funding for the H2020 project ‘Roadmaps for Energy’ together with the City of Eindhoven (TU/e budget of 500K Euro, funded for 100% by the EU), March 2015.

Acquisition of funding for FP7 Pre-Commercial Procurement project ENIGMA (research budget for TU/e 80K Euro, funded for 100% by the EU), 2013.

Acquisition of funding from NWO CLICK program for ‘De-Escalate’ project together with Yvonne de Kort (2 PhD positions at TU/e, funded by NWO, with additional budget from industrial partners), 2013.

Acquisition of funding for Interreg IVB proposal for Innovate Dementia (Postdoc position at TU/e, subproject approx. 320K Euro funded for 50% by the EU). 2012.

Acquisition of funding for Design for Dementia from the city of Eindhoven, for design research projects in the livinglab Innovate Dementia (approx. 35K Euro), 2012.

Acquisition of funding for the creation of a vision and roadmap for urban lighting Eindhoven 2030, a research project executed by LightHouse / Intelligent Lighting Institute (approx. 60K Euro). 2012.

Acquisition of support from the city of Eindhoven for Design Cares, a student and research exchange program between Eindhoven and Helsinki (approx. 110K Euro), together with Dirk Snelders, 2011 and 2012.

Acquisition of funding for FES proposal for Creative Industries (PhD position, subproject approx. 460K Euro funded for 50% by FES, and 20% by industry), activity 1 of the project of Dirk Snelders. 2010.

PERSONAL EDUCATION

2006: EINDHOVEN UNIVERSITY OF TECHNOLOGY – FACULTY OF TECHNOLOGY MANAGEMENT

PhD thesis: Development of a Design Analysis Model for Consumer Complaints – Revealing a New Class of Quality Failures.

1985 – 1990: DELFT UNIVERSITY OF TECHNOLOGY – FACULTY OF INDUSTRIAL DESIGN ENGINEERING

Graduated cum laude (1st class honours). Graduate assignment: Design of an optical computer keyboard, with reduced cost price, improved reliability and ease of assembly. Executed at Philips Centre for Manufacturing Technology, Eindhoven (The Netherlands) in co-operation with Philips Communications, Siegen (Germany). (Project result: 10/A+).

POST-ACADEMIC COURSES

Management: Leadership Skills, Change Management, Coaching

Professional: Consultative Selling, Advanced Acquisition Skills, Consulting Skills, Influencing Skills, New Product Development Professional (PDMA), Teaching Innovation Management, CMMI, Manufacturing Management, Process re-engineering, Optics, Mechatronics.

OTHER ACTIVITIES

- Chairman of IGOV (Inter-Gemeentelijk overleg Openbare Verlichting) Innovation Platform (since April 2016).
- Jury member of 'The Devil is in the Data' contest, March 2015.
- Guest editor of the Dutch magazine Stedebouw & Architectuur for the subject of urban lighting (September 2014).
- Member of the advisory board of the international Smart Lighting industrial conference (since 2013).
- Speakers Academy: listed as speaker on innovation related subjects (since 2010).
- Member of the Research Advisory Board of the Industrial Design Engineering department at the Delft University of Technology (since 2010).
- Front End of Innovation Europe. Member of the advisory board for the yearly conference (since 2009).
- PDMA-NL (Product Development and Management Association: Member of the publications committee. Co-editor of the books "Goed Nieuws Uit Nederland", on successful innovations in the Netherlands, printed in 2007, 2009, 2011 and 2013 (since 2007).
- Growth Acceleration program: Member of the consortium to support Dutch companies with around 5 million Euro's turnover to grow within 5 years to around 20 million Euro's. Responsible for the support on innovation and new product development as well as personal coaching of the entrepreneurs. (2008-2012)
- Member of the accreditation audit team for the BSc course Integral Product Development at Saxion Hogescholen Enschede (May 2006) and De Haagse Hogeschool (October 2011).
- Design Initiatief: supporting the design of business models for projects running under the umbrella of Design Initiatief, which aims to support the creation of business opportunities for Dutch companies through trans-sector cooperation in the design of products and services. (2009-2011).
- University of Twente – School of Management and Governance: Member of the industrial advisory board, aiming at improvement of the educational program and connection to industry. (2009-2011)
- PDMA – NL (Product Development and Management Association): Member of the organising committee. Responsible for the organisation of 3 seminars each year with participants from academia and industry on themes relevant for innovation processes, including co-organisation of a national congress on "Innovation & Export" held in Eindhoven on 16 June 2009. (2004 – 2010).
- IOP IPCR (Innovation research program on Integral Product Creation and Realisation): Industrial member of the advisory committee, responsible for selection of research projects for subsidies of the ministry of Economic Affairs, in the field of development of methods and approaches for integral product development. (2004 - 2010).
- KIVI/Niria (Royal institute for engineers in the Netherlands): Member of the board of the department of Industrial Design Engineering. Responsible for the organisation of activities for alumni and students that support networking and knowledge transfer. (2004 - 2010).
- Creative Conversion Factory: Member of the sounding board (representing Philips Applied Technologies). Facilitating the process from idea to product.
- Invited member of the appointment committee for full professor Industrial Design at the Delft University of Technology (2010)
- Invited member of the appointment committee for lecturers in the field of Integral Product Development at Hogeschool Utrecht (December 2006 and March 2008)

PUBLICATIONS

BOOK

Innovation Design: Creating Value for People, Organisations and Society. Springer Science+Business Media BV. ISBN 978-1-4471-2267-8. 2012.

INAUGURAL LECTURE

Het ontwerpen van (meer) waarde. Technische Universiteit Eindhoven. ISBN 987-90-386-2063-3. October 2009.

Designing (added) value. Eindhoven University of Technology. ISBN 987-90-386-2096-1. 23 October 2009.

PHD THESIS

Development of a design analysis model for consumer complaints: Revealing a new class of quality problems. Eindhoven: Technische Universiteit Eindhoven. March 2006. (Promot.: prof.dr.ir. A.C. Brombacher, prof.dr.ir. M.J.W. Schouten).

JOURNAL ARTICLE

- Ouden, E. den (2016). Op weg naar een app-store voor openbare verlichting. *Insights*, 2016.
- Brock, K., Podoyntsyna, K., Ouden, E. den (2015) Businessmodelinnovatie: intelligente oplossingen in openbare verlichting. *Holland Management Review*. Issue 162, July-August 2015.
- Ouden, E. den (2015). Smart lighting as a stepping stone towards smart cities. In *European Energy Innovation*. Autumn 2015.
- Suijkerbuijk, S., Brankaert, R., Kort, Y. de, Snaphaan, L. & Ouden, E. den (2015). Seeing the first-person perspective in dementia: a qualitative personal evaluation game to evaluate assistive technology for people affected by dementia in the home context. *Interacting With Computers*, 27(1), 47-59.
- Guest-editor of the thematic issue of Licht van Stedebouw & Architectuur. Various articles on the projects on Stratumseind, Hoekenrodeplein and lighting research. September 2014.
- Ouden, E. den & Aarts, E.H.L. (2010). Gezonde ruimte : nieuwe vormen van samenwerking in innovatie. *Informatie*, 52(8), 17-21.
- Ouden, E. den (2009). It becomes a different ball game. *Link Magazine*, 11(2), 78-79.
- Ouden, E. den (2008). Klantgedreven innovatie bij Philips. *Product*, 16(5), 10-11.
- Ouden, E. den, Ee, Darren & Goh, Nicky (2008). The Philips innohub-generating breakthrough innovation in an open innovation setting. *PDMA Visions Magazine*, 32(1), 20-21.
- Phaal, R., Simonse, L., & Ouden, E. den (2008). Next generation roadmapping for innovation planning. *International Journal of Technology Intelligence and Planning*, 4(2), 135-152.
- Lu, Y., Ouden, E. den, Brombacher, A., Geudens, W., & Hartmann, H. (2007). Towards a more systematic analysis of uncertain user-product interactions in product development: an enhanced user-product interaction framework. *Quality and Reliability Engineering International*, 23(1), 19-29.
- Y. Lu, E. Den Ouden, A. Brombacher, W. Geudens, H. Hartmann. Towards a more systematic analysis of uncertain user-product interactions in product development: an enhanced user-product interaction framework. *Quality and Reliability Engineering International*. 2006; 22: 1-11.
- Ouden, P.H. den & Ouden, P.H. den (2006). Why are users complaining more? *Communicator* 35-36.
- E. Den Ouden, Y. Lu, N. Ganesh, W. Geudens, A Customer-Focused Reliability Approach. *Annual Reliability and Maintainability Symposium* 2005, Alexandria, VA USA, 24-27 Jan 2005, 207 – 213.
- N. Ganesh, Y. Lu, E. Den Ouden, A. C. Brombacher, Managing Quality and Reliability with Less information. *Annual Reliability and Maintainability Symposium* 2005, Alexandria, VA USA, 24-27 Jan 2005, 379 – 385.
- Y. Lu, A.C. Brombacher, E. Den Ouden, P.M.W. Körvers. Analysing fuzziness in product quality & reliability information-flow during time-driven product-development-processes. Proceedings: *Annual Reliability and Maintainability Symposium*, 2002, 496-502

- A.C. Brombacher, M. de Graef, E. Den Ouden, S. Minderhoud, Y. Lu. Bedrijfszekerheid van technische systemen bij veranderende bedrijfsprocessen. *Bedrijfskunde*, 2001, 73-2, 49-58.
- Y. Lu, H.T. Loh, A.C. Brombacher, E. Den Ouden. Accelerated stress testing in a time-driven product development process. *International Journal of Production Economics*, 2000, 67, 17-26.

CHAPTER IN BOOK

- E. Den Ouden, R. Valkenburg, M. Schreurs and E. Aarts. Smart Lighting Solutions as a Catalyst for Smart Cities: Practical Challenges of Ambitious Innovation Partners. Chapter in '*Open Innovation 2.0. Open Innovation Yearbook 2015*'. Published by the European Commission. ISBN 978-92-79-43962-9.
- E. Den Ouden, R. Valkenburg and E. Aarts. Service Design Based on Smart Urban Lighting. Chapter in '*Open Innovation 2.0. Open Innovation Yearbook 2014*'. Published by the European Commission. ISBN 978-92-79-33017-9.
- E. Den Ouden and R. Valkenburg. Smart Urban Lighting. Chapter in '*Real Projects for Real People, vol 3*'. Published by the Patching Zone, Rotterdam, 2013.
- E. Den Ouden. Creating meaningful innovations: the value framework. In Bont, C. de, Ouden, P.H. den, Schifferstein, R., Smulders, F. & Voort, M. van der. (Eds.).(2013) *Advanced design methods for successful innovation*. Published by Design United. September 2013.
- E. Den Ouden and R. Brankaert. Creating meaningful innovations: the value framework. In Bont, C. de, Ouden, P.H. den, Schifferstein, R., Smulders, F. & Voort, M. van der. (Eds.).(2013) *Advanced design methods for successful innovation*. Published by Design United. September 2013.
- E. Den Ouden, R. Valkenburg and E. Aarts. Participative Innovation in Smart Urban Lighting. Chapter in '*Open Innovation 2.0. Open Innovation Yearbook 2013*'. Published by the European Commission, ISBN 978-92-79-25864-0. European Union. June 2013.
- E. Den Ouden, Y. Lu, A.C. Brombacher. Reliability of consumer goods with fast turnaround. In E. Melnick and B. Everitt (Eds.), *Encyclopedia of Quantitative Risk Assessment*. Wiley, West Sussex. 2008.
- Brombacher, A.C., Graef, M. de, Den Ouden, E., Minderhoud, S., Lu, Y. Invloed van trends op productontwikkeling en bedrijfszekerheid. In M. de Graef (Ed.), *Betrouwbaarheid van Technische Systemen, Anticiperen op trends* (pp. 54-74). 2001. Den Haag: Stichting Toekomstbeeld der Techniek.

EDITED BOOK

- Aarts, E.H.L., Ruyter, B.E.R. de, Markopoulos, P., Loenen, E.J. van, Wichert, R., Schouten, B.A.M., Terken, J.M.B., Kranenburg, R. van, Ouden, E. den & O'Hare, G. (Eds.).(2014). *Ambient Intelligence : European Conference, AmI 2014, Eindhoven, The Netherlands, November 11-13, 2014. Revised Selected Papers*. Berlin: Springer.
- Bont, C. de, Ouden, P.H. den, Schifferstein, R., Smulders, F.E.H.M. & Voort, M. van der (Eds.).(2013). *Advanced design methods for successful innovation*. Den Haag: Design United, 127 pp.

CONFERENCE PAPER

- Brankaert, R.G.A. & Ouden, den, E. Setting up a living lab for innovation in the dementia care chain, a case study of the PhysiCAL. Proceedings of the XXIV ISPIM Conference on Innovating in Global Markets : Challenges for Sustainable Growth, June 16-19, 2013 (pp. 1-14). Helsinki: Lappeenranta University of Technology Press.
- R. Brankaert and E. Den Ouden. Development of a design process for an impaired user within the context of dementia health care – Learning from a case study. ICED13 conference 'Design for Harmonies', Seoul, Korea, 19-22 August 2013.
- R. Brankaert and E. Den Ouden. Setting up a LivingLab for innovation in the dementia care chain, a case study of the PhysiCAL. XXVI ISPIM Conference 'Innovating in Global Markets: Challenges for Sustainable Growth', Helsinki, Finland, 16-19 June 2013.
- E. Den Ouden, H. van Essen and R. Valkenburg. Socialising light – towards interactive city lighting on 4 levels. CHI workshop Interactive City Lighting, Palais des Congres, Paris, France, 27 April 2013.
- E. Den Ouden, J. Keijzers, A. Szostek, and E. de Vries. Stakeholder perception of the intangible value of a public lighting solution in an ecological zone. Accepted for the Experiencing Light 2012 Conference, Eindhoven, The Netherlands, 12-13 November 2012.

- A. Alblas and E. Den Ouden. Creating reciprocal value propositions - The case of the improvement of the quality of life of dementia patients and their caregivers. The 4th IASDR World Conference on Design Reserach (IASDR2011), 31 October - 4 November 2011, Delft, The Netherlands.
- A. Alblas and E. Den Ouden. Creating Value for Multiple Stakeholders with Intelligent (Lighting) Solutions. Cambridge Academic Design Management Conference, 7 - 8 September 2011, Cambridge, UK.
- E. Den Ouden and R. Valkenburg. Balancing Value in Networked Social Innovation. PINC Participatory Innovation Conference, 14 – 16 January 2011, Sonderborg, Denmark.
- E. Den Ouden and R. Valkenburg. Value Models in Social Open Innovation. Proceedings of the XXI ISPIM Conference on The Dynamics of Innovation, 6-9 June 2010, Bilbao, Spain.
- J. Keijzers, E. Den Ouden, Y. Lu. Understanding consumer perception of technological product failures: an attributional approach. Proceedings of the 27th international conference extended abstracts on Human factors in computing systems 2009. (pp. 4057-4062). New York, USA: ACM.
- J. Keijzers, L. Scholten, Y. Lu, E. Den Ouden. Scenario-based evaluation of perception of picture quality failures in LCD televisions. In R. Roy, E. Shebab (Eds.), Proceedings of the 19th CIRP Design Conference 2009. (pp. 497-503). Cranfield, United Kingdom: Cranfield University Press.
- J. Keijzers, E. Den Ouden, Y. Lu. Usability benchmark study of commercially available smart phones: cell phone type platform, PDA type Platform and PC type platform. In G.H. ter Hofte, I. Mulder (Eds.), Proceedings of the 10th International Conference on Human-Computer Interaction with Mobile Devices and Services, Mobile HCI 2008. (pp. 265-272). Amsterdam: ACM.
- J. Keijzers, E. Den Ouden, Y. Lu. The 'Double-Edged Sword' of high-feature products: an explorative study of the business impact. Proceedings of the 32nd Annual Product Development and Management Association (PDMA) International Research Conference 2008. (pp. 13-17).
- Y. Lu, E. Den Ouden, A.C. Brombacher, Geudens, W., H. Hartmann, "Analysing highly uncertain user-product interaction in product development", the 4th International Conference on Quality and Reliability (ICQR2005), August 9-11, 2005, 289-297.
- Y. Lu, M. Fernandez, G. Nagappan, E. Den Ouden, F. Mistree, A.C. Brombacher. Reliability-focused parts selection in derivative product-development-processes. In M. Xie, T.S. Durrani, H.K. Tang (Ed.), Proceedings of the IEEE International Engineering Management Conference 2004 (pp. 1105-1109) Singapore.
- A.C. Brombacher, M. de Graef, H.T. Loh, Y. Lu, S. Minderhoud, E. Den Ouden, H.S. Tan. Maintaining quality and reliability in rapid product development processes. In I. Sio (Ed.), Proceedings of the Conference on Performance Measurements for R&D, 11-12 June 2001, Sheraton Towers, Singapore: Asia Business Forum.
- Y. Lu, H.T. Loh, E. Den Ouden, C.M. Yap, A.C. Brombacher. Recognising fuzziness in managing product quality and reliability in a time driven derivative product development. In (Ed.), Proceedings of the Product Development and Management Association (PDMA) International Research Conference, 9-13 September 2001, Santa Clara, USA.

OTHER PUBLICATIONS

- Exploring the future of Living Labs. Research report. Elke den Ouden, Rianne Valkenburg & Steef Blok, TU/e Innovation Lab. February 2016. ISBN 978-90-386-4040-2. February 2016.
- Goed Nieuws Uit Nederland 2015 - 50 Inspirerende Innovaties. Book published on behalf of PDMA-NL. ISBN 978-90-811908-4-8. R. de Graaf, E. den Ouden. September 2015.
- Vision and Roadmap Eindhoven Energy-Neutral 2045. Research report energy in the built environment. Elke den Ouden & Ruud Gal, TU/e LightHouse. ISBN 978-90-386-3632-0. June 2014.
- Visie en Roadmap Leren in Eindhoven 2030. Onderzoeksrapportage. Elke den Ouden, Rianne Valkenburg en Perry den Brok. ISBN 978-90-386-3527-9. December 2013.
- Goed Nieuws Uit Nederland 2013 - 50 Inspirerende Innovaties. Book published on behalf of PDMA-NL. ISBN 978-90-811908-3-1. R. de Graaf, E. den Ouden. June 2013.
- Vision and roadmap urban lighting Eindhoven 2030. Research results. Elke den Ouden en Rianne Valkenburg. ISBN 978-90-386-3301-5 or e-ISBN 978-90-386-3302-2. July 2012.
- Visie en roadmap stedelijke verlichting Eindhoven 2030. Onderzoeksrapportage. Elke den Ouden en Rianne Valkenburg. ISBN 978-90-386-3225-4 or e-ISBN 978-90-386-3226-1. Juli 2012.

- Social Innovation in Value Networks – Reducing Uncertainty by Integrating Knowledge. Marielle Meuffels and Elke den Ouden. A Philips Innovation Services publication.
- Social Urban Spaces - Licht over de Dommel. 24 designers and architects with various backgrounds designed new contemporary lighting for a bridge across the river De Dommel in Eindhoven creating surprising insights into the use of lighting in public spaces. ISBN 978-90-74009-81-2. [Z]OO Producties in collaboration with TU/e Intelligent Lighting Institute. Sept 2011.
- Design Cares. A selection of design researches, products, services and systems from students from Design Academy Eindhoven and Eindhoven University of Technology. Booklet published for the occasion of the exhibition during the Dutch Design Week 2011.
- Goed Nieuws Uit Nederland 2011 - 50 Inspirerende Innovaties. Book published on behalf of PDMA-NL. ISBN 978-90-811908-0-0. R. de Graaf, E. den Ouden. June 2011.
- Gezonde Ruimte. Nieuwe vormen van samenwerking in innovatie. E. Den Ouden, E. Aarts. Article in a special issue of Informatie on Collaboration, Vol. 52, No. 8, Oktober 2010.
- Visie op samenwerking in innovatie. E. Den Ouden. Article in Centric Magazine. Vol. 9, No. 2, April 2010.
- Het ontwerpen van (meer) waarde. E. Den Ouden. Essay, Brainport Magazine. November 2009.
- It becomes a different ball game. E. Den Ouden. Article in a special issue of Link Magazine on Brainport Netherlands, April 2009.
- Goed Nieuws Uit Nederland 2009 – 50 Inspirerende Innovaties. Book published on behalf of PDMA-NL. ISBN 978-90-811908-2-4. R. de Graaf, E. den Ouden. December 2009.
- Klantgedreven innovatie bij Philips. Article in Product Magazine, September 2008.
- Philips InnoHub: How Philips generates breakthrough innovations in an open innovation setting. E. Den Ouden, D. Ee, N. Goh. Article in Visions magazine of PDMA, March 2008.
- Goed Nieuws Uit Nederland 2007 – 50 Inspirerende Innovaties. Book published on behalf of PDMA-NL. ISBN 978-90-811908-1-7. P. van der Duin, E. den Ouden, R. de Graaf, B. van Haastrecht, M. de Koning, T. Langelier. June 2007.
- Leidt innovatie ook tot tevreden klanten? Essay, Brainport Magazine. December 2006.
- Why are consumers complaining more? Sharing research findings on problems with consumer products. E. Den Ouden. Article in Communicator, Autumn 2006.

And several Philips internal publications.

OTHER PUBLICITY

- Interview for Business News Radio (BNR) on E3 project Smart Lighting In Metropolitan areas (SLIM). 8 April 2014.
- Interview for Straatbeeld, magazine for public spaces. 24e edition, February 2013.
- Interview for Dialogues Incubator: 'The importance of multiple stakeholder perspectives in co-creation'. March 2012.
- Interview for Linda Magazine: 'Mevrouw is professor'. Liever slim dan mooi. Linda. February 2011.
- Mentioning of PhD research in popular book 'Inside Steve's Brain', by Leander Kahney. 2008.

Articles about PhD research in international newspapers (a.o. Vedimosti), magazines (a.o. The New Yorker, Computerworld) and websites/blogs (a.o. Tweakers.net), and interviews in various national newspapers (NRC, Volkskrant, Trouw, Telegraaf), magazines (De Ingenieur, Brainport Magazine) and national radio (Teleac) in relation to PhD research. 2006.

KEYNOTE PRESENTATIONS & GUEST LECTURES

- Smart city & smart society – visions and roadmaps for smart city topics. Presentation at Atelier Stationsplein Zuid, Bijenkorf, Eindhoven, 23 March 2016.
- Smart governance – a user perspective. Guest lecture Smart Cities course, TU Eindhoven, 29 February 2016.

- Smart lighting for smart cities – the case Hoekenrodeplein. Presentation at LED Expo, 's-Hertogenbosch, 28 January 2016.
- Data science for smart cities – opportunities in improving quality of life with meaningful technology applications. Presentation at Away Day Data Science, Verkadefabriek, 's-Hertogenbosch, 27 January 2016.
- Co-creating smart lighting solutions. Key not at 5th ESRC Seminar Configuring Light / Staging the Social. Philips Museum, Eindhoven, 30 November 2015.
- Smart lighting solutions as a catalyst for smart cities. Philips Lighting Academy webinar, 24 November 2015.
- Smart cities: practical challenges of ambitious innovation partners. KIVI/IEEE IoT event, The Hague, 21 September 2015.
- Visions & roadmaps: meaningful innovations for urban development & smart cities. Key note at Diner Pensant, BrabantStad, Klokggebouw Strijp-S, Eindhoven, 16 September 2015.
- The case of smart urban lighting: how paradigm shifts in the industry impact design and innovation management. Key note at the Creativity and Innovation Management conference, Enschede, 2 September 2015.
- Smart lighting solutions as a catalyst for smart cities. Presentation for the Municipality of The Hague, 9 July 2015.
- De-Escalate – Stratumseind Living Light Lab, Smart Lighting Event, NatLab Strijp-S, Eindhoven, 25 June 2015.
- Smart Lighting Solutions as a Catalyst for Smart Cities, Smart Lighting, CityCube Berlin, 21 May 2015.
- Living Lab & Open Innovation, presentation at 'Transities in de Zorg', Philips Stadium, Eindhoven, 18 April 2015.
- Smart Urban Lighting: Roadmap and Stratumseind2.0. Presentation at the Smart City & Open Data Congres, Eindhoven, 15 April 2015.
- Presentation of Vision and Roadmap Urban Lighting to municipality of Taichung. Oude Rechtbank, Eindhoven. 27 March 2015.
- Co-Creating Meaningful Solutions for Smart Cities, key note at Mobility+ Event, BMW Welt, Munchen, 23 March 2015
- Smart Cities: Improving Quality of Life with Meaningful Technology Applications, DSCe seminar. Eindhoven, 9 February 2015.
- Transitie in de lichtindustrie, key note at Industria Congres, Eindhoven, 18 November 2014.
- Smart Cities & Smart Lighting, presentation on LED talks, Eindhoven, 25 September 2014.
- Open Innovation in Living Labs, presentation on alumni meeting Technology Innovation Management course, Eindhoven, 13 June 2014.
- Living Light Labs, presentation on Seminar Ulster University, 6 June 2014.
- Smart Urban Lighting, presentation on Smart City Event, Amsterdam ArenA, 14 May 2014.
- Presentation of Vision and Roadmap Urban Lighting to municipality of Sao Paolo. Strijp-S, Eindhoven. 12 May 2014.
- E3 Smart Lighting In Metropolitan areas (SLIM) presentation at the Hannover Messe, 7 April 2014.
- Smart urban lighting. Presentation at National Evenementen Symposium, Ziggo Dome, Amsterdam, 27 November 2013.
- Living Lab for Innovate Dementia. Presentation at the i3B yearly symposium. Wageningen, 31 October 2013.
- Lichtontwerpen 2.0. Presentation at the Dag van de Openbare Ruimte. Houten, 9 October 2013.
- Case Eindhoven: participatory innovation in intelligent urban lighting. Presented at the track 'Socio-Economic Impact of Open Innovation' of the Open Innovation 2.0 conference 'Sustainable Economy & Society – Stability. Jobs. Prosperity.' Dublin, Ireland, 20-21 May 2013.
- Roadmap openbare verlichting. Presentation at the Dag van de Openbare Verlichting in the Week van de Openbare Ruimte, Kasteel Vanenburg, Putten, The Netherlands, 11 April 2013.

- Intelligent urban streets. Presentation at the Interactive Streets Seminar organised by Mediawharf, Rotterdam, 8 April 2013.
- Intelligent urban lighting solutions & Livinglab research at TU/e campus. Presentation at the Aalto Light & Energy workshop, Helsinki, Finland, 27 February 2013.
- E3 Smart Lighting In Metropolitan areas. Presentation at the World Smart Capital Event, Pakhuijs de Zwijger, Amsterdam, The Netherlands, February 2012.
- Visie en roadmap Stedelijke Verlichting Eindhoven 2030. Presentation for Eindhoven city council, Stadhuis Eindhoven, The Netherlands, November 2012
- Visie en roadmap Stedelijke Verlichting Eindhoven 2030. Presentation for Mayor and Alderman, Stadhuis Eindhoven, The Netherlands, Oktober 2012
- Visie en roadmap 2030 stedelijke verlichting Gemeente Eindhoven – 3e Regional Lighting Forum, Strijp-S, Eindhoven, The Netherlands, 27 Juni 2012.
- Creating Shared Value for Business, People and Society. Presentation at the 6th Front End of Innovation Conference, 27-29 February 2012, Zurich, Switzerland.
- InnoSense - Navigeren naar duurzame waarde. Presentation at the Flevum Event, 14 February 2012, High Tech Campus Eindhoven, The Netherlands.
- Enlighting Experience Design. Presentation at the study tour of the Esade Business School in relation to the KIC InnoEnergy Project. 18 January 2012, TU/e campus, Eindhoven, The Netherlands
- Designing Meaningful Innovations - keynote at the Technology Days, 13 January 2012, Espoo, Finland. Organised by the Technology Academy Finland.
- Innovation Design: Creating Value for People, Organisations and Society - key note at the Ambassador Diner of Philips Industry Consulting 13 December 2012, Waalre, The Netherlands.
- Smart Urban Lighting - Opening presentation panel session at Living Labs Global Summit on Service Innovation, Evoluon, Eindhoven, The Netherlands, 25 november 2011.
- Creating value in new business ecosystems: using value flow modeling to analyse and synthesise value for different stakeholders - Key note at the Co-Designing Business Models Seminar, Aalto Design Factory, Aalto University, Espoo, Finland 15 November 2011.
- Open Innovation at the High Tech Campus Eindhoven, Creating Value for People, Organisations and Society - Pecha Kucha presentation at Delimes meeting, Eindhoven, The Netherlands, 4 november 2011.
- Enlighting Experience Design - Presentation at the Light Visions Symposium, Eindhoven, The Netherlands, 27 October 2011
- Design Cares - Opening lecture during the Dutch Design Week, 27 October 2011.
- Creating Value that Lasts - Keynote at the Brussels Briefing of the Public Lighting Strategies for Sustainable Urban Spaces project, Brussels, Belgium, 28 September 2011.
- Delighting the Mind - Guest lecture at Aalto University, Helsinki, Finland 14 September 2011.
- Sociale Innovatie - Keynote at the Rotary District Conference, Eindhoven, The Netherlands 14 May 2011.
- Ecosystems for transforming innovations – Key note at the **Designnovation** Conference, Paris, France 11 January 2011.
- Innovation in ecosystems – Approaches for innovation in value networks – guest lecture Delft University of Technology, Faculty of Industrial Design Engineering, Delft, The Netherlands, 2011.
- Designing Value in Ecosystems – Presentation at the Design Initiatief symposium, Delft, The Netherlands, December 2010.
- Quality in Innovation – Guest lecture at Innovation Excellence Course, Heeze, The Netherlands, December 2010.
- Sustainable Mobility. Keynote at the Conclusion Sustainable Mobility event, Rhederoord, De Steeg, The Netherlands, September 2010.
- Bezuiningen door Innovatie. Keynote at Centric Discover IT Innovatiesessie, Eindhoven, The Netherlands, September 2010.

- Innovation @ Philips – Keynote at the Ericsson Innovation Week, Rijen, The Netherlands, October 2009.
- Creating Business Through Partnerships. Keynote at Port4Growth event, Rotterdam, September 2009.
- End User Driven Innovation @ Philips. Keynote at Alliander in-company innovation event, Arnhem, The Netherlands, August 2009.
- Innovation @ Philips – Keynote at the ICE Conference, Leiden, The Netherlands, June 2009.
- Open Innovation @ Philips – Keynote at the ITEI Innovation Process Improvement Seminar, Enschede, The Netherlands, May 2009.
- Innovation @ Philips – Keynote at the inaugural seminar of the ONA Year of Innovation, Casablanca, April 2009.
- End-User Driven Innovation – Presentation at the Front End of Innovation Conference Europe, Monaco, January 2009.
- InnoGame. Presentation & workshop at the Innovatieproeftuin, organised by Innovatie Platform, Rotterdam, The Netherlands, November 2008.
- Innovation & Design @ Philips – Guest lecture at University of Technology, Sydney, Australia, October 2008.
- Philips InnoHub – Keynote at the CKIR workshop, Helsinki, Finland, August 2008.
- Product Innovation @ Philips – Guest lecture at Fontys Hogescholen, Eindhoven, The Netherlands, May 2008.
- Innovation Management – Trends and practices at Philips – Guest lecture at Delft University of Technology, Faculty of Technology, Policy & Management – on yearly basis since February 2007.
- Cultural aspects in product development – Guest lecture at Delft University of Technology, Faculty of Industrial Design Engineering – on yearly basis since September 2006.
- Innovation practices at Philips – Guest lecture at the Cranfield University School of Management, May 2006.
- The Organisation of Innovation: Management of Innovation at Philips – Guest lecture at RSM Erasmus University, November 2006.

HOBBIES & SPORTS

Hiking and running, cooking, reading, gardening.