

## **Maaïke Kleinsmann**

Maaïke Kleinsmann is a professor in Design for Digital Transformation at TU Delft and board member of the National ehealth living lab (Nell). She has over twenty years of experience with research projects on co-design design, design thinking in innovation and digital transformation. She published her work in leading (design) journals. Kleinsmann has received multiple prestigious consortium grants and has also ample experience with organizing and coordinating large consortia of public and private partners. Kleinsmann currently leads the TU Delft Cardiolab, she is a theme Leader CardioTech at the Delft Health Initiative, and co-lead of the Convergence Initiative Healthy start.

Kleinsmann is also active in the international networks of The Design Society and EIT Health. She is co-director of the Design Society's Special Interest Group Health Systems Design and in 2019 she chaired the international flagship Conference on Engineering Design (ICED19).