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Prof. Dr. Ir. Elke den Ouden started her career in Philips, where she had held a number of positions as advisor and manager in the field of innovation. She left the company early 2012 to be able to play an independent role in the support of the design of meaningful innovations that create value for people, organisations and society.

Since 2008 she is part-time full Professor at the faculty of Industrial Design at the Eindhoven University of Technology (TU/e). She is also manages the 'Brilliant Streets' research program at the Intelligent Lighting Institute (ILI) at TU/e. Next to her academic activities she conducts knowledge extensive projects for municipalities and industry to support them in the transition taking place in the urban lighting industry. This typically requires collaboration between government, various companies providing infrastructure, devices, data, applications and services and citizens to explore meaningful solutions with new lighting and control technologies.

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