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CIP Professional Services elects Ruud Peters, leading authority in the IP field, to the Board of Directors

CIP Professional Services, a management consultancy firm specialized in innovation and intellectual property management, elects Ruud Peters to the Board of Directors. As the former Chief Intellectual Property Officer of Royal Philips, Ruud Peters brings over 35 years of experience in business-driven IP to the board.

During Ruud Peters' years at Royal Philips of the Netherlands, active in the areas of healthcare, consumer lifestyle and lighting, Peters developed a business-integrated organization responsible for providing IP-solutions to support Philips' growth, competitiveness and profitability. With this experience, Peters will be an important member of the team as the company continues to evolve its strategy to meet client needs within business-driven intellectual property management.

- I have collaborated with CIP, both the academic and professional branch, for several years and have always appreciated their integrated perspective on business, technology and IP. As a former customer, I look forward to building on the company's positive development and unique offerings in strategic and business-driven IP, says Ruud Peters, board member of CIP Professional Services.



- I'm very happy to see Ruud Peters on our Board. Through his widely recognized work at Philips he has built the gold standard for business-driven IP. Peters' vast experience as a practitioner in the field will be priceless to us and help evolve our strategy and offerings to meet client needs, says Jens Bördin, CEO of CIP Professional Service.

Ruud Peters retired as Chief Intellectual Property Officer in December 2013, and he is now a strategic advisor to Philips. In 2010, he was inducted into the IP Hall of Fame and in 2014 he received a prize for his outstanding achievement to the IP community from Managing IP Magazine.

For more information, please contact

Jens Bördin, CEO CIP Professional Services

Phone: +46(0)706 787 265

E-mail: jens.bordin@cip-ps.com

Ruud Peters, Board Member CIP Professional Services

E-mail: peters.ipco@gmail.com

CIP Professional Services is a strategic business partner and management consulting firm at the interface of business, technology and intellectual property. It was spun out from Chalmers and University of Gothenburg in 2006 and has since then completed over 150 projects with a customer base that includes multinational technology companies, public organizations, investors and technology start-ups. For more information, please visit www.cip-ps.com