



## **Ruud J. Peters**

### Biography R.J. Peters

Ruud Peters, a national of the Netherlands, was appointed Chief Executive Officer of Philips Intellectual Property & Standards in 1999, in which position he is responsible for managing Philips' worldwide IP portfolio creation and value extraction activities. He is also responsible for the technical and formal standardization activities in the fields of consumer lifestyle, healthcare, lighting and technology. He joined the Philips IP&S organization in 1977, where he became Director responsible for licensing in 1990. He participated in standards bodies, such as ISO and ETSI, where he was active in the formulation of IP policies. Currently, the Philips IP&S organization has about 500 people working in 16 countries around the world.

Mr. Peters is also a Board Member of three technology/IP licensing/trading companies. He has a background in physics.