

## Biography

### Ton Borsboom

*"I really enjoy diving into the contexts, needs and aspirations of people and organizations, together with clients. It's greatly motivating to be part of the growing awareness of how design offers business many opportunities to innovate and move the companies to a profitable and sustainable future."*

Ton Borsboom is Senior Director for New Business at Philips Design. He manages external client relationships with companies that use Philips Design's capabilities to support their research-, brand-, product creation- or innovation related activities. Amongst the many clients Ton has been working with are leading global companies in hospitality, healthcare, automotive, FMCG and other sectors.



Ton has been involved in design-related activities for 22 years. With a degree in product design from the Design Academy in Eindhoven, The Netherlands, he began his career as an automotive designer at Fitch in The Netherlands in 1988. Four years later he moved to General Electric Plastics as a design manager and in 1998 he relocated to the United States where he led the GE design and innovation team, responsible for developing new applications of plastics. During this time he was involved in several large innovation programs in building & construction, IT and automotive. In 1997 Ton set up a joint consulting venture between GE Plastics and Fitch, from which he collaborated with many international and Asian clients. In 2005 he returned to Europe, where he joined Philips Design.

Projects in which Ton has been involved have been recognized with key international design awards. He lectures at various design conferences across the world, covering a broad range of design- and breakthrough innovations.

### **For more information on Philips Design**

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