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Currently Rick van de Zedde is project manager of the new large scale research facility Netherlands Plant Eco-phenotyping Centre (NPEC) at Wageningen University & Research (WUR), details at www.npec.nl. NPEC provides a versatile modular plant phenotyping platform that will enable Dutch and international scientists, both academic and R&D, to carry out accurate high-throughput phenotyping: studies of plant performance in relation to relevant biotic and abiotic factors across a range of scales, from molecule to crop, from nm to km. Next to that he is senior scientist/ business developer Phenomics and Automation at the Wageningen Plant Science Group. He has worked at WUR since 2004. His background is in Artificial Intelligence (AI) with a focus on imaging and robotics. He joined the board of the International Plant Phenotyping Network (IPPN) in 2021, and he was main organizer of the International Plant Phenotyping Symposium in Wageningen (26-30 of sept 2022). He also leads since 2019 the Dutch-Japanese public-private partnership Transition Towards a Data-Driven Agriculture (TTADDA) in which the following Japanese partners participate with the partners NARO, NTT, Kubota, and the Dutch partners Solynta, imec and FME. More info at: www.ttadda.com