

# Coen Claassen

[linkedin.com/in/coenclaassen](https://linkedin.com/in/coenclaassen)  
[coenclaassen.com](http://coenclaassen.com)

## Summary

By driving initiatives, I secure traction and buy-in, pinpoint the functional sweet spot, and enable product validation early in the development process.

## 12+ years of product development experience

Developed integrated systems incorporating displays, batteries, connectivity, and apps.

## Merging digital and physical seamlessly

## Education

### University of Antwerp

Master of Science  
Product Development  
2010 – 2012

### University of Antwerp

Bachelor of Science  
Product Development  
2007 – 2010

## Certifications

Green Belt Certification (DFSS)  
Nov 2022

## Skills

Technical leadership, system architecture, decision making, 3D CAD, SolidWorks, PTC Creo, DFM, DFA, Tolerance Analysis, Wearable Technology, Consumer Electronics, Mechanical Engineering, Industrial Design, Sketching, Visualization, Presentation.

## Experience



### Philips

- **Senior Technical Product Manager - Jan 2021 - Present (3 yrs 7 mos)**

Providing technical leadership to development teams and leading early-stage product design and architecture definition. Building products that solve parents' most pressing needs.

- *De-risked critical functions early in development by building and testing 100+ prototypes. This proactive approach ensured robust performance and reliability at later stages.*
- *Navigated complex trade-offs across electronics, mechanics, sensors, actuators, and software, optimizing design decisions to enhance product functionality and performance while meeting stringent project timelines.*
- *Leveraged strategic partnerships with external vendors in China, effectively streamlining supply chain operations and enabling internal teams to concentrate on critical, high-impact activities, thereby accelerating the delivery timelines.*

- **Product Development Engineer - Oct 2017 - Dec 2020 (3 yrs 3 mos)**

Finding the functional sweat spot through simulation, Design of Experiments, building and testing. Designing compact and portable devices for high volume manufacturing | Full systems ownership.

- *Fueled the business with ownable inventions resulting in 10+ patents granted. Thereby securing key differentiation points leading to a long-term competitive advantage in the market.*
- *Optimized design for usability, comfort, performance, cost-effectiveness and reliability. Leading to an increase in ratings and reviews (R&R) and lower field call rate (FCR). Integrated human factors and applied advanced surface modeling to achieve superior user comfort and function integration of injection molded plastic and silicone parts.*



### Accenture

- **Senior Product Design Engineer - Jul 2015 - Sep 2017 (2 yrs 3 mos)**

Directed and participated in creative process. Developed integrated systems featuring displays, batteries, connectivity solutions, and apps.

- *Aligned internal engineering and marketing teams with 4 external industrial design agencies, ensuring structured collaboration for industrial design initiatives. Successfully managed a design budget exceeding €1M*
- *Inspired product concepts and product architecture in 20+ workshops. Collaboratively conceptualized new ideas and built razor-sharp pitches that resulted in impactful innovations.*
- *Empowered creative culture by organizing hackathons to explore unconventional ideas and make the translation to tangible demonstrators. Reducing the time from idea to validation from weeks to days.*

- **Product Design Engineer - Aug 2012 - Jul 2015 (3 yrs)**

