

# The Archive of In-Operables

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# RESIDENCY EXPERTS



## Colinda de Beer

Senior Business Developer  
Horticulture  
InnovationQuarter



Colinda de Boer is a Business Developer in the Horticulture sector, currently employed at InnovationQuarter since February 2017. Her career commenced as a researcher in potted plant cultivation at the experimental garden in Lent and later in Horst. As time went on, Colinda became increasingly involved in IT matters and software, leading her to pursue computer science as a 'hobby'. This pursuit ultimately led her to make the transition to the IT department of the research station in Naaldwijk.

In her quest to enhance her expertise in developing complex climate control systems, Colinda made the decision to join Hoogendoorn Automation in Vlaardingen, where she embraced the company's focus on combining horticultural knowledge with research and development (R&D) efforts. Several years ago, Colinda was given the opportunity to take over the leadership of the entire R&D department, which proved to be a significant challenge. She successfully navigated through the world of innovation, high-tech solutions, business cases, and shareholder value.

With her wealth of experience in horticultural research, IT, management, and business case development at a publicly traded company, Colinda now thrives in her current role at InnovationQuarter, where she actively applies her knowledge to drive innovation in the horticulture industry.



## Erik Pekkeriet

Program Manager Agro Food  
Robotics  
Wageningen University &  
Research



Erik Pekkeriet is Program Manager Agro Food Robotics. He studied Mechanical Engineering at the NHL-Stenden University of Applied Sciences in Emmen. He specialized in Maintenance Technology and Management. After he finished his BSc, he started his career at Philips as a project employee in maintenance management. In 1996, he started a new position in innovation management at the Greenhouse Horticulture Association. He began as a single consultant but built and led a department with five innovation consultants. After seven years, he changed to Wageningen University & Research, building great robots, vision sorting systems and new greenhouse production systems for and together with farmers and machine manufacturers. The main projects he developed and worked on were: vision sorting systems for pot plants, cut flowers and vegetables in X-ray-, NIR-, Fluorescence- and RGB-technology in 2D and 3D; robot harvesting systems for cutting roses, gerberas, cucumbers, sweet peppers and tomatoes and new moving greenhouse production systems for chrysanthemum, pot plants and vertical farms. Erik coordinated the EU project PicknPack (flexible robotic packaging systems). Erik is also the founding father and network coordinator of the European Digital Innovation Hub network on Robotics.

# RESIDENCY EXPERTS



## Mark Westmoreland

Associate Professor of  
Visual Anthropology  
Leiden University

WEBSITE | 

Dr. Mark Westmoreland's research engages both scholarly and practice-based approaches at the intersection between art, ethnography, and political agency. Mark is an anthropologist with a PhD in Anthropology from The University of Texas at Austin. He furthered his academic journey at Leiden University Institute of Cultural Anthropology and Development Sociology, currently serving as an Associate Professor of Visual Anthropology, he has been a dedicated member of the academic community since 2015.

With a specialization in Visual Ethnography, Dr. Westmoreland has made significant contributions to the field through filmography, exhibitions, and research projects. His documentary work and exhibitions have earned him recognition and numerous honors and grants in the realm of anthropology and visual studies.

Additionally, Dr. Westmoreland holds an esteemed editorial position, where his expertise has shaped the discourse on visual anthropology and cultural studies. He is also an accomplished author, with his forthcoming book, "Catastrophic Images: Documentary Evidence and the Wars in Lebanon,".

Throughout his career, Dr. Westmoreland has demonstrated a commitment to bridging the gap between academia and the public, using visual storytelling to shed light on important cultural and social issues. His passion for visual ethnography has not only inspired his students but has also paved the way for a deeper understanding of human societies and their complexities.