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Maarten Sierhuis
VP, Nissan Innovation Lab

Dr. Maarten Sierhuis is VP (Alliance Global Director) of Nissan Advanced Technology Center - Silicon Valley. In this role, he leads the Silicon Valley lab's research & advanced engineering functions. Previously, as Chief Technology Director, Sierhuis led a team of researchers tasked with developing Artificial Intelligence (AI) technologies for autonomous vehicles, connected vehicles, and Human-Machine Interaction and Interfaces (HMI²) to help shape the future of intelligent cars capable of

driving themselves.

Before Nissan, Sierhuis spent 12 years at NASA where he created a computer language that was used to develop an intelligent system for all communication between Mission Control and the International Space Station. He also developed an autonomous system to monitor and give advice to astronauts during spacewalks.

Sierhuis joined Nissan in 2013. In a career in research and software engineering spanning 25 years, Sierhuis has also worked at Xerox Palo Alto Research Center, NYNEX Science & Technology, IBM Corporation, and as a founder of startup Ejenta, as well as a visiting professor and fellow with the Interactive Intelligence group Delft University of Technology in the Netherlands.

Sierhuis earned a bachelor's degree in Computer Science from The Hague University and a Ph.D. in Artificial Intelligence/Cognitive Science from the University of Amsterdam, Netherlands. He is based in Santa Clara, California.