

SIMON MAAS

Project Manager

[linkedin.com/in/simonjhwmaas](https://www.linkedin.com/in/simonjhwmaas)

Netherlands



Simon Maas is a dynamic project manager specializing in innovation and sustainability in the agri-food sector. As chairman of the S3 Smart Sensors for Agri-food Partnership (SS4AF), he drives forward initiatives that integrate cutting-edge technologies into food processing, helping to reshape the sector for a more sustainable and efficient future. Currently leading multiple EU-funded projects at AgriFood Capital, including HIGHFIVE, SIXFOLD, and Food-scalEU, he works at the intersection of digital innovation, green growth, and interregional collaboration.

With a strong academic foundation—an MSc in Environmental Planning & Design from Wageningen University and a Public Sector MBA from Nyenrode Business University—he combines strategic insight with practical expertise. His work spans fostering SME innovation through funding and investment opportunities, building networks to accelerate the adoption of transformative technologies like AI and robotics, and strengthening Europe's agri-food ecosystem through enhanced connectivity and knowledge sharing.

In his role across key EU projects, he co-coordinates HIGHFIVE, enabling SMEs to adopt innovative digital solutions through interregional investments and managing €1.4 million in Open Calls to support these innovations. In SIXFOLD, he oversees AgriFood Capital's contributions to a Europe-wide network of Living Labs, which promote the adoption of advanced technologies such as AI, robotics, and biotech. For Food-scalEU, he leads the development of a Virtual Platform, driving the expansion of Europe's agri-food digital innovation ecosystem by fostering collaboration and providing tailored acceleration services.