



Maive RUTE

Deputy Director-General & Chief Standardisation Officer, European Commission Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (GROW)

As Deputy Director-General in the European Union's industry department, Maive Rute focusses on green transition of industries, resilience of supply chains, availability of critical raw materials and promotion of investments. In June 2022, European Commission nominated her the first ever Chief Standardisation Officer. She is also member in the Horizon Europe research framework programme steering committee and supervises the Enterprise Europe Network as well as the European Clusters work.

Between 2005 – 2019, Maive Rute served as Director for Entrepreneurship and SMEs, and as Director and Deputy Director-General in the research and innovation field of the European Commission. She has previously worked as Deputy Governor of the central bank of Estonia and CEO of KredEx, the Estonian business and export financing body.