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Anni Koubek is the founding CEO of QMD Services, an European Notified Body for medical devices and in vitro diagnostics, based in Austria. Previously she acted as Executive Vice President for Innovation in Quality Austria. Anni was also scientific director of the university of applied sciences in Graz, founded and led a research center on e-learning and worked as consultant in telecommunication. She earned her PhD in physics and has worked in fundamental research in several different research institutions (Hamburg, Trieste and Cambridge, UK). She is author of several books and numerous publications in her various fields of expertise.