



Michela PUDDU

CEO at Haelixa Ltd.

With a Material Science background, Michela has earned her PhD in Chemical Engineering from the Swiss Federal Institute of Technology ETH Zurich, where she has co-invented the Haelixa's technology. She has later received grants from the ETH foundation and from The Gebert R f foundation to translate the technological platform into marketable products and services. In 2016, Michela Puddu has co-founded the ETH spin-off Haelixa to ensure the further development and commercialisation of this disruptive solution, with focus on the traceability of sustainable and ethically manufactured products. With some products already in the market and some other under development, the company aims at providing the next level industry standard for supply chain management. For her outstanding, inspiring work in bringing this innovation to market and active leadership, Michela Puddu has been awarded the 2019 EU Prize for Women Innovators (under 35 category).