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Rob van der Mei is a Full Professor in Applied Mathematics at the Center for Mathematics and Computer Science (CWI) and the Vrije Universiteit Amsterdam and. Before going to academia, he has been working for over a decade as a consultant and researcher in the ICT industry, working for the Royal Dutch PTT, KPN, AT&T Labs USA and TNO. His main research activities are at the challenging interface of theory and application. Over the years, he has built up a huge network of research contacts and collaborations with industries and governments, and established many public-private partnerships. His research interests include emergency logistics, performance of ICT systems, freight logistics, transport and mobility, revenue management, queueing theory and data analytics for cyber-crime. Recently, together with Sandjai Bhulai, he was awarded the Huibregtsen Award 2021, a highly prestigious national award for research that unites scientific excellence and innovation with outstanding value to society. Professor Van der Mei has co-authored over 200 papers in peer-reviewed journals and proceedings, and has supervised over 60 PhD students and 100 MSc students.