

CV Ellen van Kleef

Dr. Ellen van Kleef is associate professor on 'healthy and sustainable food consumer behaviour' at the Marketing and Consumer Behaviour Group of Wageningen University (the Netherlands). Originally trained in Human Nutrition and Dietetics (BSc in Nijmegen and MSc in Wageningen), she developed a strong interest in the driving forces behind peoples' food choices.

Her PhD (Wageningen, 2006) was about understanding how to best use consumer research as input in food product development. In her current research she develops a deeper understanding of *how* food environments and systems influence consumption so that they can be improved in such a way that they support consumers in making better choices (i.e. healthier and more sustainable).



She also conducts research into individual differences between people in their dealings with a tempting food environment; Are there personality or other traits that act as a buffer and can these be supported? Methodologically, her research combines small-scale laboratory experimental studies with intervention testing studies in real-life environments (e.g. restaurants, schools, supermarkets). Currently, she is involved in the scientific coordination of the EU funded Starting Community in Food Consumer Science: [Comfocus](#)

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