



Maive RUTE

Deputy Director-General & Chief Standardisation Officer, DG Internal Market, Industry, Entrepreneurship and SMEs (GROW)

As Deputy Director-General in GROW, Maive Rute focusses on green transition of industries, resilience of supply chains, promotion of investments, standardisation and IP rights. In June 2022, European Commission nominated her the first ever Chief Standardisation Officer.

Between 2005 – 2019, she has worked as Director for Entrepreneurship and SMEs, and as Director and DDG in the research and innovation field of the European Commission. She has also served as Deputy Governor of the Bank of

Estonia and CEO of KredEx, the Estonian business and export financing body.