



Corporate Office

Name Surname
Legal Entity
Address address 100
00000 City
Country

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Biografia

Claudia Elisabetta Campanella

Manager of Adv. Technology and Innovation – Ergonomics & HMI, VR/AR

Claudia Elisabetta Campanella, graduated in Industrial Design at the Polytechnic of Turin, with a thesis in physical ergonomics on "Usability of controls in automotive seats".

She started working at Fiat Auto in 2000 as ergonomics reference for some car models, like Bravo, Croma, Alfa GT and contemporary attending a PhD in Ergonomics and Human Factors with a thesis in cognitive ergonomics about "Feeling of spaciousness in cars". She collaborates with the Fiat Research Center for various research on automotive comfort.

She is an ordinary member of the SIE-Italian Society of Ergonomics, she collaborates with SPD - Polytechnic School of Design in Milan since 2005, where she holds workshops and lessons in ergonomics applied to the automotive sector.

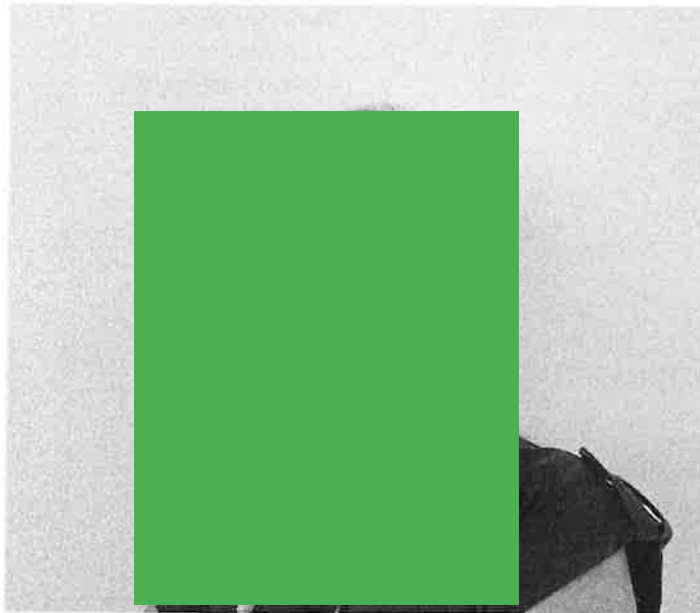
In 2005 she moved to CNH Industrial, a company that develops and produces agricultural tractors and construction machines. Within this reality, she transfers and puts into practice the practices of automotive ergonomics applying them to the agricultural world, actively collaborating in the creation of a new series of cabs equipped with high visibility and functionality of the controls. In 2014 she became head of the Ergonomics Department also for commercial vehicles (Vans, Trucks, Buses) and construction machines. In 2016 she became the ISO Italian reference at the TC23 committee for Agricultural symbols.

In 2022 she became director of Adv. Technology and Innovation – Ergonomics & HMI, VR/AR within CNH, putting together Ergonomics with VR/AR.

She is passionate about Human Factors in general, with major competences in design and product development, but also cognitive and graphic ergonomics, User interface and Customer Experience.

She actively collaborates with many Universities to develop new research that combines the use of new technologies (such as immersive and virtual reality) with the classic criteria of physical and cognitive comfort.

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