Lia Patrício is Assistant Professor at the School of Engineering of the University of Porto, where she is director of the Master in Service Engineering and Management. Her research focuses on service design and customer experience, particularly the design of technology enabled services and complex service systems and value networks. She has coordinated the project for designing the Portuguese National Health Record service and is the coordinator and principal investigator of the Service Design for Innovation Marie Curie Innovative Training Network. She is member of the editorial board of the Journal of Service Research and Service Science Journal. Her research has been published in several Journals such as the Journal of Service Research, Journal of Service Management or Engineering Design.