



## Esther de Smet

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*Esther De Smet is Senior Research Policy Advisor at Ghent University with a penchant for knowledge management and communication. She is one of the project leads on the institutional research information system (GISMO). In 2015 she spearheaded her university's policy on societal value creation and impact. She is passionate about creating a stimulating and nurturing research environment at Ghent and putting her university's research on the local and global map. Esther invests a lot of time and energy into her personal network of researchers and other partners in research communication while also developing her own skills. She leads workshops on communication strategy, impact, digital presence and social media.*

