Dr Sophie C. Cox is an Associate Professor and UKRI Future Leaders Fellow in Healthcare Technologies based at the University of Birmingham in the UK. Her research is focused on fully exploiting additive manufacturing for biomedical applications. She is director for the Centre of Custom Medical Devices (CMD) that houses two selective laser melting machines. CMD is driving forwarding new fundamental understanding of additive processes while innovating novel approaches to use these technologies for societal benefit within the healthcare sector. This includes moving medical device customisation beyond anatomical features into a new era of functional customisation for therapeutic or imaging benefits. Dr Cox's UKRI fellowship is focused on transforming the process of biomedical alloy design and using additive manufacturing methods to facilitate rapid biomaterials discovery.