



Donald Ferguson
AIM, Inc. Board of Directors
President | Lyngsoe Systems Ltd. | Mississauga, Ontario, Canada

Current position responsibilities? Responsible for RFID hardware solutions & related research & development for corporation at large

Best thing about your current position? Each customer brings unique challenges resulting in often unique solutions requiring constant creativity and innovation. Being part of a team that consistently delivers customer appreciated solutions is extremely satisfying.

Previous positions held?

Disys Ltd – Vice President, Engineering
Kasten Chase – Vice President, Engineering

Educational background? Ryerson University (Bachelor in Technology – Electronics)

First job? Design Engineer at Dicon Systems Ltd

Who do you consider your professional mentors? John Mallory, Vice President of Engineering at Dicon Systems Ltd. An extremely brilliant electrical engineer, he encouraged me to push the edge, take chances and don't be afraid to make a mistake – just don't repeat them.

Most valuable advice received? Do your homework. Five second rule.

How do you like to spend your free time? Outdoors – in the country

If you could have dinner with 3 people who would you choose? Jeff Bezos, Warren Buffett & Winston Churchill

People would be surprised to know that I ...was responsible for the technology used in one of the largest RFID infrastructures in the world – 50 plus countries – tracking mail flows.

How long have you been a member of AIM? 5 years

Why did you get involved with AIM? To help promote the global adoption of RFID.

What do you enjoy most serving on the AIM Board? Contributing to the promotion of auto identification technologies and working with exceptional individuals / leaders in the industry.

What would you identify as the 2-3 most important responsibilities of a Board member? Ensure that: (1) members get the best value for membership fees, (2) the focus of the organization is promotion and adoption of technology, and (3) AIM is the go-to organization for the latest unbiased information about Auto Identification.

What do you consider the most valuable aspect of membership in AIM? Collaboration with leading professionals.

From your perspective, what do you see as:

the greatest challenges to the AIDC industry on a global basis? Management and promotion of data standards along with implementation of IoT security.

the greatest opportunities for the AIDC industry on a global basis? AIDC is the enabling technology supporting IoT and big data. It is the foundation upon which will enable the world to modernize to the next level. It will provide a means to improve efficiencies, use and re-use of limiting resources.

the “next big thing” or trend in the AIDC industry? Ensuring Authentication and the sharing of resources.

Any special message you would like to share with AIM members? AIM gives you access to leading technical and market experts. The members are supportive and giving.