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.