

Don Dingee

Chief Story Officer at Left2MyOwnDevices

Chandler, AZ, US

Explorer on the IoT

Biography

I'm Don, and I'm an explorer on the Internet of Things, writing and speaking at the confluence of embedded, mobile, sensing, wireless, and social technology.

With in-depth background in engineering, product marketing, web development, and content strategy, I offer strategic marketing services for clients including market and competitive analysis, roadmapping, positioning, white papers, channels training, and digital strategy including social media outreach.

My current writing is on display at SemiWiki.com, where I contribute several original pieces each month. As an experienced voice on the IoT, I'm available for speaking engagements, contributed editorial and guest blogging, interviews, panel and webcast moderator roles, conference programming, and more.

I hold an MSEE from the University of Southern California and a BSEE from Cal Poly Pomona.

Availability

Moderator, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Telecommunications, Public Relations and Communications, Media - Online, Computer Hardware, Information Technology and Services, Semiconductors, Industrial Automation, Market Research, Consumer Electronics, Management Consulting

Areas of Expertise

Internet of Things, Microcontrollers, Mems Sensors, Embedded Computing, Wireless Sensor Networks, Mobile Devices, Wearables, M2M, Innovation

Sample Talks

Fewer requirements, more IoT data standards

The formal standards process has become slower than molasses in January – so much so that many open source types want to skip it, preferring specification-by-implementation. Being a first-mover can have dire consequences down the road, when higher level data interchange standards develop for the IoT and invalidate early efforts. Even Facebook has recognized too much API disruption is bad for business. How do we strike a balance between the pace of innovation and the need for interoperability?

Revisiting “computerless” and IoT chip demand

The 1991 article "The Computerless Computer Company" in the Harvard Business Review correctly predicted the shift in computing away from big iron to the mix of software, mobile, and cloud we have today. For the IoT, "chipless" doesn't work - but the industry, even with all the fables and IP technology out there, isn't ready to produce the types and volumes of parts needed, profitably. How do we fill the coming chip gap?

I want to be the storyteller

Storytelling is essential to our understanding of concepts, our personal well-being, and our connection to others. It is an underappreciated skill, until a story makes a timely and profound impact at exactly the right moment in time. I share a story about one such storyteller among a group of stranded travellers, with three stories-within-a-story about preparedness, acceptance, and overcoming difficult challenges.

Event Appearances

Title

Smart Grid Security Summit West

Title

eHealth Virtual Conference

Title

Wind River Multicore Regional Conference

Education

University of Southern California

Masters of Science Electronic Engineering

Cal Poly Pomona

Bachelors of Science Electronic Engineering

Accomplishments

Freescale Smart Mobile Device Pundit

Recognized as industry commentator on mobile device technology

Testimonials

Andy Eckles

There are several traits Don has that I have admired over the years. His public speaking skills stand out the most for me. Don has the ability to cover complex subject matter and gets his message across to small as well as large diverse groups. He has a thoughtful approach understanding his audience and delivers succinct and well researched relevant topics. I look forward to working with Don again and hearing him address my customers and sales channel again.

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