David Coons
AIM, Inc. Board of Directors
Vice President, Software & Solutions, Specialty Printing Group
Zebra Technologies Corp. | Agoura Hills, California

Current position responsibilities? Printer embedded Operating System and supporting Software strategy and development roadmap.

Best thing about your current position? I enjoy the opportunity to help transform the ways Zebra adds value to our customer's operations. It's fun to provide solutions that are mission critical to enabling enterprises to be connected and efficient.

Previous positions held? Eastman Kodak Company. Director of Color Thermal Printer Design & Development

Educational background? Rochester Institute of Technology (BS Mechanical Engineering & MS Electrical Engineering)

First job? apprentice toolmaker in Kodak's machine shop

Who do you consider your professional mentor? Steve Sasson – inventor of the Digital Camera. I learned a lot from Steve about how to navigate the "inertia" in enterprises that instinctively resists change.

Most valuable advice received. Treat others the way you would like to be treated. That's pretty much all you need to know to navigate any situation.

How do you like to spend your free time? Spending time with my family, tinkering with technology, playing drums.

People would be surprised to know that I ...am the drummer for [Heathers on Fire](), a working band from Ventura, California.

How long have you been a member of AIM? Zebra has been a member of AIM since its inception. I've been on the board for around five years.

What do you enjoy most serving on the AIM/AIM NA Board? I enjoy visibility and insights into the AIDC industry and learning about emerging technologies & solutions.

What would you identify as the 2-3 most important responsibilities of a Board member? Make sure the organization is well-managed, Steer the organization toward the future, help it adapt to change, Challenge the organization to think externally

What do you consider the most valuable aspect of membership in AIM? The opportunity to influence the industry and leverage the good work of those super-smart people who wrote the standards.

From your perspective, what do you see as:
the greatest challenges to the AIDC industry on a global basis? The proliferation of proprietary, closed ecosystems that don't interoperate. We must create and leverage open standards to create global solutions to big problems.

the greatest opportunities for the AIDC industry on a global basis? Entire industries are being built on the promise of rapid fulfillment, real-time visibility, logistics excellence, and asset tracking. These are precisely the kinds of solutions that AIDC technologies enable. What better time to be in the business?

the "next big thing" or trend in the AIDC industry? Track & Trace - full system visibility of goods in transit, enabled by mobile technology and cloud services.

Any special message you would like to share with AIM members? Get involved and make the most of your membership!