

Lawrence Latham

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Summary

International CEO specializing in monetizing Digital Transformation. Recognized thought leader in the Internet of Things (IoT) space having helped build some of the world's leading IoT companies.

Lawrence has helped multiple companies build their brands, products, and services into IoT leaders by crafting visionary strategic positioning, messaging, and go-to-market strategies. His immersive approach includes rolling up his sleeves, personally landing beachhead accounts and developing powerful strategic partnerships. He brings extensive M&A experience, having helped numerous IoT companies achieve successful exits.

#DX #IoT #IIoT #Cloud #MachineLearning #ESG #Sustainability

Experience



Member Board Of Directors

LoRa Alliance

May 2022 - Present (8 months +)



Chief Executive Officer

Everynet

Jan 2017 - Present (6 years +)

Everynet is the global leader in ultra low cost IOT data delivery with national networks in the Americas, Asia, and the EU. Our innovative Neutral-Host business model eliminates CAPEX for Mobile Network Operators and Managed Service Providers, offering immediate profitability and new revenue opportunities to reach billions of devices that have not been previously connected due to ROI.

#hyperscale



Chairman Of The Board

Digital Grease

2001 - Present (22 years +)

Digital Grease Media, Marketing, & Transformation

Digital Grease owns and develops digital properties. It also provides strategy, marketing, and specialized digital transformation consulting services. Clients include firms Bain, McKinsey, and Fortune 500 Enterprises.



Chief Operating Officer

Everynet

Nov 2015 - Jan 2017 (1 year 3 months)



Sr. Strategist M2M & IoT

James Brehm & Associates

Mar 2014 - Jan 2017 (2 years 11 months)

Lawrence advised clients on overall strategy, digital transformation, and M&A. Clients included Mobile Network Operators, MVNO's, Managed Service Providers, Major Enterprise, and IoT companies.

Strategic Advisor

Solair

Jan 2015 - Apr 2016 (1 year 4 months)

Strategic Adviser assisting with marketing strategy, strategic partnerships, and M&A.

Acquired by Microsoft April 2016

Solair's IoT customization and deployment solutions, built on Microsoft's Azure cloud platform, are engineered to help businesses in any industry utilize IoT to run more efficiently and profitably. For example, Solair has brought the power of IoT to the Rancilio Group's full line of espresso machines, allowing the Italian manufacturer to remotely monitor machines resulting in greater efficiency across the supply chain. Using the power of cloud-based data and analytics, Solair has helped the Rancilio Group reduce costs and increase revenue.

In Japan, Solair is using the power of IoT to transform the way factories monitor production lines. Their Smart Factory Advisor application has helped manufacturers increase production capacity and optimize energy efficiency. By enabling a factory's machines with their IoT solution, the information and insights gathered are leading to more efficient ways of manufacturing.



Chief Marketing Officer

Pelion

Aug 2014 - Nov 2015 (1 year 4 months)

Responsible for strategy and commercial execution to pivot a small regional Mobile Virtual Network Operator into a best in class Global Connectivity Platform. Stream was acquired by ARM and is now the Pelion platform.

Chief Customer Officer

2006 - 2013 (8 years)

ILS Technology was among the visionaries who recognized that emerging wireless technologies could do more than simply connect people, but also connect machines to other machines – known today as M2M (machine-to machine) communications or the Internet of Things (IoT). Leveraging our expertise and reputation in securely connecting machines within four walls, we were among the first companies to seamlessly integrate remote machines with enterprise systems and databases – unlocking a new wave of real-time, actionable business intelligence and operational efficiencies. ILS was successful sold to Telit, a leading IoT technology provider.

Founder

Stealth Networks

2003 - 2013 (11 years)

Stealth Networks provided a Mutli-Layered Secure Networking Platform. It was licensed to ILS Technologies and formed the basis of it's SecureWise platform.



Founder

Uptime Devices, Inc

2001 - 2004 (4 years)

A successful self-funded start-up, Uptime Devices was a leader in remote monitoring for data center infrastructure management was white-labeled by companies such as Emerson Network Power. Uptime Devices innovative and inexpensive appliance and sensor family was one of the first IoT devices in the world. Lawrence sold Uptime Devices to a Family Office Private Equity Group.



CEO

Mall.com

1999 - 2001 (3 years)

Mall.com was a innovative start-up focused on ICT back office applications for retailers during the Internet bubble. While Mall.com had a real business that has been proven out, it was not able to survive when funding was pulled. It exposed Lawrence to a new world of internet technologies and possibilities. The failure taught him many valuable lessons that helped guide him through future scale-ups.

President

Aera

1993 - 1999 (7 years)

Under Lawrence's leadership, Aera was the first company to introduce smart connected components to the Semiconductor Equipment Industry. Aera went from #7 in global market share to #1 and was acquired by Advanced Energy.

Education



University of North Texas

Bachelor's degree, Accounting and Finance

US Army Signal School

Communications Security

1981 - 1983

Skills

Business Strategy • Leadership • Marketing Strategy • Start-ups • Business Development • Solution Selling • Product Marketing • Cloud Computing • Wireless • Mobile Devices

Honors & Awards

IoT Global Ambassador - IoT Global Network

Feb 2017

IoT Global Network, the market-leading platform that enables businesses worldwide to create new Internet of Things (IoT) services, has appointed a panel of leading industry figures as its Ambassadors.

The Ambassadors will ensure that IoT Global Network continues to be the definitive global showcase of products and services for enterprises creating new IoT businesses. It lists more than 1,000 companies

worldwide and gives details of over 1,300 products you can use to build your IoT capabilities. It already attracts over 19,000 unique visitors every month.

IoT Global Network is the sister brand of IoT Now, the web portal and magazine that has been the world's most valuable window on the growth of Machine-to-Machine (M2M) and Internet of Things services since it started in 2010.

These elite IoT industry professionals have been chosen for their proven track record of service delivery and support. They are drawn from service providers, enablers, analysts, and IoT / M2M associations. The Ambassadors are appointed by invitation only.

The role of these Ambassadors is to offer the site's builders and users their advice, guidance and expertise while sharing information on IoT Global Network with the wider business community. In addition, visitors to the site will find regular blogs posted by the Ambassadors for its global audience, currently more than 19,000 and expected to double over the next year.

Global Ambassador of Sustainability - GAOs

Dec 2022

A global Initiative to Promote Sustainability and Build International Partnerships