

# ABOUT LANCE ANDERSON, FOUNDER & CEO, LANCE-AR

## AR INDUSTRY INNOVATOR & THOUGHT LEADER



## APPLYING EXPERT STRATEGIES TO HELP COMPANIES ACHIEVE WIDESPREAD DEPLOYMENT OF AR AT SCALE

### Overview

Lance Anderson is the Founder and CEO of Lance-AR, a market and product strategy consulting firm specializing in Augmented Reality (AR), providing enterprise clients with an action plan for AR Deployment.

Lance's expertise in AR was built across work with hundreds of companies and individuals pioneering thousands of different AR use cases – giving his firm unmatched insight into what it takes to successfully deploy AR at scale. With leadership roles across sales, marketing, and product for companies including Vuzix, Lance has personally launched, managed, & deployed some of the largest enterprise AR production deployments across multiple industries around the globe.

### AR for the Now-Term

Lance founded Lance-AR in 2018 because he firmly believes the Enterprise AR market is ready – the solutions are built, the ROI is proven, and the customer demand is there. Lance-AR provides the strategy and services that business actually require to deploy, in essence spanning the chasm between great AR SaaS and the real business problems that need to be solved.

Lance is a true believer that if you have not deployed, you have not innovated.

A highly sought after speaker and adviser, Lance has assembled a strong team of AR experts to deliver value to both the AR hardware/software solution providers as well as the AR Enterprise users/companies themselves, all focused on **making AR a reality for enterprises not for a distant future, but to impact the current business cycle in the Now-Term.**

## MAKING AR A NOW-TERM REALITY FOR ENTERPRISE

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### Background & Highlights

- CEO & Founder, Lance-AR
- VP, Sales & Product Marketing, Vuzix
- 20+ years experience selling complex, large capital systems to the Fortune 1000

### Education

- MBA, Fairleigh Dickinson University
- BS, Industrial Engineering, Lehigh University

### AR Expertise

- Hardware
- Software
- Integrations
- Implementations
- Industry & Vertical-Specific Applications
- Partner Ecosystems
- Product & Market Strategy
- Marketing Services
- Demand Generation
- Sales & Channel Management
- Recruiting & Organizational Strategy
- Iterative Innovation

# ABOUT LANCE ANDERSON

## RECENT APPEARANCES

### **AWE USA 2016-19, AWE Europe 2017, 2018**

- Chair of Enterprise Tracks, Annual AR Enterprise Market Speaker & Panel Lead

### **BrainXchange Webinar: Fast-Tracking AR in Enterprise 2019**

- AR Industry Expert featured panelist

### **Accenture-Upskill AR Event 2018**

- Presenter

### **SAP Intelligent Enterprise – AR/MR Symposium 2018**

- How AR is Modernizing Manufacturing in Today's Enterprises

### **Qualcomm Snapdragon 855 Launch 2018**

- DHL AR and panelist

### **Enterprise Wearable Technology Summit 2015-17**

- Enterprise User presentations with DHL, AR Enterprise Chair

### **INTERPHEX Conference 2017**

- AR current applications in Pharma and Biotech

### **Mobile World Conference 2016, 2017**

- AR deployments in enterprise applications



**FOR MEDIA INQUIRIES PLEASE CONTACT:**

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