



Dave McNamara

Founder & Principal
McNamara Technology Solutions

Dave McNamara is the founder and principal of McNamara Technology Solutions, that provides consulting services to its clients in the area of active safety and wireless technology with a focus on strategy and new business development, project management and mentoring of new suppliers. Dave is also the founder of AutoTechInsider.com, which provides annual Consumer Electronics report for various clients. These reports provide an automotive insiders look into the new consumer electronic trends and products, such as Ford SYNC that will soon be offered on cars (www.autotechinsider.com). He is active in the Society of Automotive Engineers, IEEE, and is an invited speaker to several conferences which include the Telematics Update Events (www.telematicsupdate.com) and the annual Consumer Electronics Show.

Prior to his retirement from the Ford Motor Company in February 2006, Dave McNamara was the manager of Advanced Infotainment Systems, part of Ford's Research and Innovation Center located in Dearborn, Michigan. His charter at Ford Research was to develop new infotainment features and functions that provide superior customer value and enhance brand differentiation. He led a key project called MyConnected World for the Jaguar, Land Rover and Volvo brands. This new infotainment product, the "Audio Connectivity module," enables drivers to bring the latest digital music and video media into their vehicle and is now deployed across all Jaguar/Land Rover brands as an option. The MyConnected World project was a forerunner of the Ford Sync product, first announced by Ford and Microsoft at the 2007 Consumer Electronic Show.

