

Daniel Baker, CTS

Sr. Technical Business Development Manager, Strategic Alliances · LG Electronics

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EXECUTIVE PROFILE

Strategic Alliances and Technical Ecosystems leader with 15+ years bridging technical architecture with executive partner strategy. Proven track record transforming complex, high-touch operational deployments and media systems into repeatable, spec-agnostic frameworks that scale globally across enterprise ecosystems (Microsoft, Jabra, Zoom, BrightSign, Q-SYS).

CORE COMPETENCIES

Alliances and Ecosystems: Partner Program Architecture | Joint GTM Strategy | OEM/ISV Relationships | Contract Negotiation

Technical Architecture: AV/UC Signal Flow | API/SDK Interoperability | Co-Development | Multi-Platform Certification

Emerging Tech and AI: Spatial AI Meeting Intelligence | Cloud Media Processing | Digital Signage SoC | CTS Certified

PROFESSIONAL EXPERIENCE

LG Electronics — Sr. Technical BDM, Strategic Alliances

Apr 2023 – Present

Remote · FL

- Productized enterprise alliance bundles: Express Install for Microsoft Teams Rooms (EXROOM-01.EUS).
- Integrated display, Jabra Panacast video bar, and Salamander Designs stand across 4 commercial sizes.
- Published LG press release (Oct 14, 2025) validates typical install under 90 minutes with zero drilling.
- **Ecosystem Architecture & Tier-1 Co-Development:** Spearhead technical alliance strategy and joint solution development with Tier-1 ecosystem partners (Microsoft, Zoom, Q-SYS, Logitech, BrightSign), bridging hardware/software architectures to drive multi-million-dollar co-sell opportunities and market expansion.
- **Overcoming Technical & Institutional Barriers:** Lead cross-functional engineering, product, and legal teams to bypass legacy integration roadblocks and complex compliance policies—launching certified end-to-end AV/UC and cloud solution stacks ahead of aggressive product roadmaps.
- **Commercialization & API/SDK Integration:** Direct end-to-end technical enablement for API/SDK integrations, SoC media engines, and spatial AI technologies, eliminating deployment friction and increasing partner platform attachment rates.
- **Executive Thought Leadership & Market Growth:** Serve as a core subject matter expert in workplace technology and hybrid office economics, publishing industry insights (officeinsight) and positioning LG solutions as the primary architectural choice for enterprise integrations.

LG Electronics — ID Signage BDM, Partner Ecosystem

Mar 2020 – May 2023

MN

- Principal architect for BrightSign on LG system-on-chip (UV5N) strategy, contract, technical design, and marketing.
- Shipped certified Q-SYS webOS plugin, Zoom Rooms on LG One:Quick, and Chrome OS Flex enterprise kiosk integrations.
- **Partner Development & Integration Execution:** Managed day-to-day technical alliances and co-development programs across AV/UC hardware, digital signage, and enterprise software partners, ensuring seamless API/SDK compatibility and solution performance.
- **Technical Certification & Compliance:** Spearheaded cross-platform solution testing and certification protocols for Tier-1 ecosystem partners, accelerating time-to-market for joint offerings.
- **Cross-Functional Solution Engineering:** Partnered with engineering, product management, and sales enablement teams to solve complex integration barriers for enterprise accounts, directly supporting revenue acquisition.
- **Ecosystem Enablement:** Developed technical documentation, integration guides, and sales enablement assets to drive partner adoption and field team alignment.

AVI Systems — Digital Media Sales Engineer

Feb 2016 – Mar 2020

MN

- Lead design engineer on Huntington Beach boardwalk interactive kiosk featuring facial recognition and Microsoft AI tools.
- Designed standardized Virtual Receptionist enterprise enclosures and training workflows.
- **Pre-Sales Solution Architecture:** Served as primary technical authority for commercial display and digital signage deployments, architecting custom hardware, System-on-Chip (SoC), and Content Management System (CMS) integrations for enterprise clients.
- **Technical Proof-of-Concept (PoC) Execution:** Directed complex technical evaluations, line-diagram system designs, and pilot testing for high-value enterprise accounts, validating performance standards and eliminating technical objections.
- **Channel & Integrator Technical Enablement:** Supported System Integrators (SIs), Value-Added Resellers (VARs), and internal sales teams with technical validation, system specification, and RFP responses, directly driving hardware attached rates.
- **Feedback Loop & Product Improvement:** Partnered directly with R&D, product management, and factory engineering teams to communicate real-world field feedback, influencing product roadmaps and platform stability.

Donny Brooke Motorsports — Director of Sales & Prestige Vehicle Restoration

Aug 2015 – Feb 2016

FL

- **High-Performance Engineering & Race Prep:** Directed in-house engineering and mechanical preparation for vintage and classic racing cars, optimizing performance under strict competitive tolerances.
- **Executive & High-Net-Worth Client Advisory:** Consulted directly with CEOs, executives, and high-net-worth collectors, mastering high-stakes client management, discretion, and tailored technical alignment for rare, multi-million-dollar vehicles.
- **Complex Mechanical Restoration & Quality Control:** Led end-to-end restoration projects for rare automobiles, combining traditional craftsmanship with uncompromising precision standards.

Activision — QA Tester

May 2012 – Oct 2012

- Find issues with the software and write bugs with step by step instructions on how to reproduce them.
- Verify fixed issues within the software.
- Work with a team to find all submission blocking issues within the software.

CERTIFICATIONS & THOUGHT LEADERSHIP

- **CTS (Certified Technology Specialist):** Issued Dec 2016.
- **Pro Tools Certification:** Issued Oct 2007.
- **Article:** [Why Small Meeting Spaces May Be Costing Hybrid Companies Big Time](#), Office Insight · Apr 6, 2026.
- **Video:**
[AI-powered automatic bartending kiosk: LG 27-inch Touch Kiosk with Smart Bar USA, Pal USA and Wicket](#) ►, LinkedIn.
- **Article:** [LG and Jabra launch bundled Microsoft Teams solution](#), Installation International · Oct 15, 2025.
- **Webinar:** [LG and Logitech: Video Conferencing Solutions](#), LG Business Solutions · Oct 17, 2024.
- **Article:** [Conference Rooms Benefit More from Commercial Displays than Consumer Alternatives](#), Digital IT News · May 8, 2024.
- **Video:**
[Zoomtopia 22: Steph Beckett and LG's Dan Baker Discuss the Importance of Collaboration Displays](#) ►, rAve [PUBS] · Nov 10, 2022.
- **Video:** [Have You Heard About LG's New UCC and dvLED Products?](#) ►, rAve [PUBS] · Jan 27, 2022.