



RESUME

MARK BENSON

Software & Systems Executive

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SUMMARY

Accomplished C-level technology executive with expertise in strategic, operational, and financial management of businesses focused on software and systems products and services. Proven ability to lead cross-functional teams and execute complex product strategies that drive focused outcomes. Strong interpersonal and formal communication skills.

SPECIALTIES

- **SKILLS:** Strategy | Product Management | Software Engineering | Operational Excellence | Organizational Performance
- **STRENGTHS/PERSONALITY:** Learner, Restorative, Individualization, Achiever, Intellection
- **PERSONALITY:** INFJ-A (Advocate) | Enneagram Type 3 (Achiever) | DiSC SC (Steady/Conscientious)

EDUCATION

Harvard Business School • Cambridge, MA (2011)

Executive Education: Leading Professional Service Firms
Areas of focus: strategic growth & adaptation, leadership & talent development, culture & engagement, decision-making & influence.

University of Minnesota • Minneapolis, MN (2005-2007)

Master of Science, Software Engineering
Studied extensible language grammars and lock-free memory abstractions for multi-threaded applications.

Bethel University • Arden Hills, MN (1997-2001)

Bachelor of Science, Computer Science
Studied computer science and minored in mathematics. Bible study leader. Bass player at chapel/vespers. Tennis team captain.

METRICS

47

KEYNOTES

40

INTERVIEWS

22

PUBLICATIONS

8

PATENTS



The Art of Software Thermal Management for Embedded Systems

An introduction to the art of controlling the thermodynamic behavior of computing systems with software.
Published by Springer, New York (2014).

EXPERIENCE SUMMARY



Head of SmartThings / Samsung

Minneapolis | Mountain View | India | Indonesia | Bangladesh | China | South Korea (Oct 2018 - Present)
Responsible for SmartThings, a wholly owned subsidiary of Samsung.



Chief Technology Officer / Exosite

Minneapolis | Taiwan (Sept 2012 - Oct 2018)
Responsible for software engineering, product management, competitive strategy, security, and quality.



Director of Software Engineering / Logic Product Development

Minneapolis | Carlsbad | Boston (Oct 2000 - Sept 2012)
Responsible for software strategy, embedded software engineering, and several product design programs.

EXPERIENCE



Head of SmartThings

Feb 2022 - Present

- **Launched SmartThings Family Care (August 2024):** Introduced a caregiver-focused service that leverages AI and connected devices to monitor daily activity patterns, send alerts, and assist with scheduling medication reminders and medical appointments.
- **Achieved ISO 27001 Certification for SmartThings (July 2024):** Secured ISO/IEC 27001:2022 certification from the British Standards Institution (BSI), validating SmartThings' adherence to international standards for information security management and data protection.
- **Introduced SmartThings Pro (June 2024):** Unveiled SmartThings Pro at InfoComm 2024, a business-focused evolution of the platform with customizable APIs and AI-powered energy management, driving operational efficiency and sustainability.
- **Released Map View for 3D home visualization (2024):** Launched a new SmartThings feature that enables users to create a 3D map of their home, simplifying device management with real-time monitoring of security cameras, temperature, energy usage, and more.
- **Integrated Tesla Energy products into SmartThings (2023):** Partnered with Tesla to enable SmartThings control of Powerwall and Solar Roof, providing users with a unified platform for energy management and automation.
- **Launched SmartThings Station at CES (2023):** Introduced an innovative smart home hub that combines Matter support, Zigbee and Thread connectivity, 15W wireless charging, and a Smart Button for triggering home automations.
- **Embedded SmartThings hub in Family Hub Refrigerators (2023):** Integrated SmartThings Hub functionality into Samsung's Bespoke 4-Door Flex™ refrigerator, eliminating the need for a separate hub while supporting Matter and other smart home protocols.
- **Replaced legacy technical debt (2018-2023):** Executed a multi-year initiative (Phoenix project) to modernize SmartThings' backend infrastructure, improving reliability, scalability, and performance across the platform.
- **Redefined SmartThings vision and mission (April 2022):** Recast SmartThings' strategic direction to align with Samsung's broader vision, emphasizing intuitive, trusted, and frictionless connected experiences that drive recurring business value and sustainable differentiation.



Head of Product and Engineering / SmartThings

Jun 2021 – Feb 2022

- **Embedded SmartThings Hub in Samsung TVs & Smart Displays (2022):** Integrated SmartThings Hub functionality directly into select Samsung Smart TVs and Smart Monitors, eliminating the need for a separate hub and simplifying smart home device management.
- **Committed to the Matter Standard (2021):** Announced SmartThings' integration with the Matter smart home standard at the Samsung Developer Conference, enhancing interoperability and enabling seamless connectivity with Matter-certified devices.
- **Retired Legacy Hubs (2021):** Phased out support for the first-generation SmartThings Hub (2013) and SmartThings Link for NVIDIA SHIELD, driving users to transition to modern hardware for improved platform performance and security.

EXPERIENCE



Head of Engineering / SmartThings

Feb 2020 – Jun 2021

- **Redefined SmartThings values from the bottoms up (March 2021):** Partnered with People Operations to embed core values into company culture and decision-making. Rolled out a performance management framework assessing employees 50% on goal attainment and competencies and 50% on values-driven behavior and leadership, fostering a strong, principle-based workplace culture.
- **Launched Diversity, Equity, Inclusion & Belonging (DEIB) initiative (August 2020):** Established an employee-led forum to drive cultural change and integrated DEIB progress into executive bonuses, embedding inclusivity at the core of SmartThings' practices and decision-making.
- **Unified SmartThings App (2020):** Consolidated Samsung's IoT applications—including Samsung Connect, Smart Home, and Smart View—into a single SmartThings app, streamlining user experience by centralizing control over all SmartThings-enabled devices across smartphones, TVs, and cars.
- **Formed Strategic Gaming Partnership with NVIDIA (2020):** Partnered with NVIDIA to integrate SmartThings into the GeForce NOW cloud gaming service, allowing gamers to control smart home devices seamlessly without leaving their gaming sessions, enhancing the gaming experience.
- **Launched SmartThings Find (2020):** Introduced a device-tracking solution that enables users to locate their Galaxy smartphones, tablets, and wearables, even when offline, addressing a growing need for lost device recovery.



Vice President, Cloud Engineering / SmartThings

Oct 2018 – Feb 2020

- **Integrated SmartThings into Samsung appliances (2019):** Enabled SmartThings functionality in Samsung appliances (e.g., Family Hub refrigerator) through an add-on SmartThings dongle, expanding the ecosystem and driving adoption of connected home experiences.
- **Announced strategic smart lighting partnership (2019):** Partnered with Signify (Philips Hue) to integrate smart lighting control into SmartThings, driving adoption of synchronized lighting automation and enhancing the smart home experience.
- **Expanded voice assistant integration (2018):** Spearheaded integration with Amazon Alexa and Google Assistant, enabling hands-free control of SmartThings devices and significantly improving accessibility and user engagement.
- **Consolidated to a single cloud platform (2018):** Successfully unified ARTIK Cloud and Samsung Connect Cloud into SmartThings Cloud, enhancing interoperability across Samsung and third-party IoT ecosystems, resulting in a more seamless and scalable smart home platform.

EXPERIENCE



Chief Technology Officer / Exosite

Sept 2012 – Oct 2018

- **Defined and led the company's 5-year technology roadmap**, ensuring long-term stability and a competitive position in the emerging Industrial Internet of Things (IIoT) market.
- **Built and developed high-performing technical teams** across IT, engineering, product management, technical communications, quality assurance, information security, and support services—driving recruitment, career growth, and retention from executive leadership to individual contributors.
- **Engaged and influenced industry audiences as a frequent speaker** at professional events, strengthening Exosite's brand and advancing enterprise IoT thought leadership.
- **Managed and expanded the company's intellectual property portfolio**, overseeing patent prosecution, trademarks, software license terms, and contracts to safeguard innovation and competitive advantage.
- **Drove competitive strategy** through rigorous market intelligence, win/loss analysis, and ecosystem partnerships, positioning the company for strategic growth and differentiation.
- **Designed and implemented corporate metrics and dashboards** that provided actionable insights, enabling data-driven decisions and measurable business outcomes across the leadership team.



Director of Software Strategy / Logic PD

Feb 2011 - Sept 2012

- **Led product software development and engineering** talent management, driving recruitment, mentorship, and career growth to attract and retain top talent.
- **Shaped and communicated corporate software strategy** by identifying key technologies and partnerships that strengthened Logic PD's market position and long-term stability.
- **Drove technology innovation** by co-leading the Technology Roadmap Development program, fostering company-wide contributions that enhanced the IP portfolio.
- **Launched and expanded the 3rd Party Partner Program**, building strategic business relationships that provided value-added solutions for customers and reinforced Logic PD's reputation as a trusted technology advisor.
- **Established the Early Adopter Program (EAP)**, providing key customers early access to hardware and software, accelerating feedback cycles, and strengthening market adoption.



Director of Embedded Software Engineering / Logic PD

Sept 2009 - Feb 2011

- **Directed service software development engineering talent**, including recruitment, offers, reviews, training, career development, and mentoring to achieve \$2.2M annual revenue with a \$.9M gross margin contribution at 14% CAGR.
- **Developed business by presenting product development products and services to potential clients** via project plans, statements of work, terms and conditions, and face-to-face consultative selling techniques.
- **Managed design service resource staffing** issues by assigning personnel to product development projects using sales forecasts, yield projections, and resource modeling techniques.
- **Introduced Monte Carlo methods, tools, and processes** to the business development team for quantitatively assessing design service program risk to aid in the pricing process for fixed-bid programs.
- **Acted as program manager for an ITAR-rated soldier vision system** yielding \$1.8M in design services revenue with 30+ team members over 18 months.



Senior Software Engineer / Logic PD

May 2001 - Sept 2009

- **Led a team of managers** and executives to design, implement, and roll out an ISO13485-compliant Quality Management System and associated processes and tool for 125 employees under an aggressive schedule.
- **Co-led a multi-discipline (ID, ME, EE, SE, MFG) team** to design and develop a complex flash column chromatography fluidics and motion- control system based on an AMD Geode LX design running Windows XP and C# .NET for chemists.
- **Led a geographically distributed team** to design and develop the software for a Linux and TI-OMAP-based next-generation portable video borescope.
- **Led a team of principal engineers to evaluate a prostate mechanical imaging system** for manufacturability with an eye towards improved next-generation versions of the product and associated cost-reduction opportunities.
- **Led a team of principal engineers to architect a next-generation, low-power, cost-effective, web tablet** based on a TI OMAP 35x ARM/DSP running Windows CE 6.0 for the medical industry.
- **Led a multi-discipline (ID, ME, EE, SE) team of engineers to develop an Engine Trend Monitoring** device for Turbo-Prop Commuter Planes and Homebuilt aircraft.
- **Developed an MFC application** over the course of 9 months to control a heart lung machine (HLM) bio-pump using an XScale PXA255 Windows CE 4.20 hardware platform.
- **Wrote Logic PD's Software Development Process** and created all associated templates and forms for use across the organization and its 150+ annual development projects.
- **Wrote a U-Boot extension** for managing a BoP (Broadband over Powerline) chipset for a traffic management system.
- **Developed an inventory scanner system** for bicycle shops using Windows CE, C++, and a PXA270-based Symbol scanner.
- **Managed a distributed a distributed team of engineers** to develop a Linux-based embedded platform for a handheld voice-controlled music and information system.
- **Developed a user-mode Linux application in C** to read and write an Analog Devices 5245 digital potentiometer using I2C.
- **Developed a Linux Board Support Package (BSP)** using C, gcc, binutils, and glibc for a brain-state assessment device for infants using auditory screening based on a TI OMAP 5910.
- **Developed a Windows CE DLL** to communicate over Microsoft ActiveSync RAPI to an automobile engine-analysis scope.
- **Led 7 engineers over 2 years to port pacemaker and defibrillator software applications** written in C for the QNX RTOS to a next-generation platform.
- **Developed a mapping application** using Microsoft .NET, C#, C++, and GDI+ to manage an array of infrared laser radar devices and night-vision cameras.
- **Developed an application to streamline drug testing** and associated chain-of-custody forms using Microsoft .NET, COM+, and Microsoft SQL Server.
- **Developed and executed automated and manual tests** using an oscilloscope and signal generator to verify a safety-critical fiber-optic safety sensor.
- **Developed an application with a dynamic GUI** that could be described in XML using MFC and C++ to program a family of industrial safety sensors.
- **Wrote a language and accompanying interpreter** along with two (2) other Software Engineers to control a printer laminator/cutter/stapler/stacker device using C and an Hitachi H8S.

PRESENTATIONS

Benson, Mark. "[Matter: Industry Collaboration for a Sustainable Smart Home](#)." *Consumer Electronics Show*. January 08, 2025.

Benson, Mark. "[Fireside Chat with Mark Benson](#)." *Samsung eXperience*. April 18, 2024.

Benson, Mark. "[Minnesota Roots: A Leadership Career in Smart Home Tech](#)." *Willmar Rotary Club*. January 24, 2024.

Benson, Mark. "[US Cyber Trust Mark Panel](#)." *Consumer Technology Association*. January 11, 2024.

Benson, Mark. "[Smart home trends: growth factors, challenges, and opportunities](#)." *Parks Associates CONNECTIONS*. January 09, 2024.

Benson, Mark. "[Harmony in Diversity: Partnering for the Next Generation of Smart Living](#)." *Association for Smarter Homes and Buildings*. January 08, 2024.

Benson, Mark. "[Overcoming the top 3 barriers to mass adoption of smart home technology](#)." *Parks Associates CONNECTIONS*. May 25, 2023.

Benson, Mark. "[Infinite Diversity in Infinite Combinations: The Birth of the True Smart Home](#)." *MIT Media Lab*. March 09, 2023.

Benson, Mark. "[Bringing Calm to Our Connected World](#)." *Consumer Electronics Show*. January 05, 2023.

Benson, Mark. "[The Future of the Smart Home](#)." *Wall Street Journal Techlive*. October 25, 2022.

Benson, Mark. "[Samsung Developer Conference Keynote](#)." *Samsung Developer Conference*. October 12, 2022.

Benson, Mark. "[Empathy at the Edge: Innovating for the Next Generation of Smart Home Living](#)." *Computer History Museum Keynote*. September 28, 2022.

Benson, Mark. "[Building for Tomorrow: Smart Multi-Dwelling Units and Next-Gen Resident Experiences](#)." *Ruckus Big Dogs Keynote*. March 23, 2022.

Benson, Mark. "[Together for Tomorrow](#)." *Consumer Electronics Show Keynote*. January 04, 2022.

Benson, Mark. "[Predictions on Conversational AI, Fog Computing, and Digital Privacy](#)." *CIO Synergy*. August 29, 2019.

Benson, Mark. "[IoT Cybersecurity and Innovation for Regulated Industries](#)." *Harvard Club of NYC*. September 12, 2018.

Benson, Mark. "[Making IoT Work For Your Organization: Lessons Learned in Digital Transformation](#)." *Smart IoT London*. March 21, 2018.

Benson, Mark. "[The Smart Business of Smart Things](#)." *Agile Day Twin Cities*. November 17, 2017.

Benson, Mark. "[The Organizational Psychology of the Internet of Things: How to Use Technology to Drive Behavioral Change](#)." *Sensors Expo*. June 28, 2017.

Benson, Mark. "[Building an Organizational IoT Competency: How to Prevent Disaster](#)." *IoT Slam*. June 22, 2017.

Benson, Mark. "[Organizational Leadership: Building a Sustainable Cyber-Physical Security Competency](#)." *University of Minnesota*. June 07, 2017.

Benson, Mark. "[IoT for Organizations: Avoiding Common Pitfalls](#)." *University of Wisconsin-Madison*. May 03, 2017.

Benson, Mark. "[Improving Energy Efficiency of Intelligent Buildings with Smart IoT Retrofits](#)." *AHR Expo*. February 01, 2017.

Benson, Mark. "[Data Analytics for IoT Device Deployments: Industry Trends and Architectural Trade Offs](#)." *Sensors Midwest*. September 28, 2016.

Benson, Mark. "[Enabling Service-Delivery Business Models with Remote Sensing Technology](#)." *Sensors Midwest*. September 28, 2016.

Benson, Mark. "[Future on Water: IoT Infiltration into Water Management Solutions](#)." *Minnesota Water Technology Summit*. September 20, 2016.

Benson, Mark. "[Monetizing in New Technology Spaces](#)." *Frost & Sullivan Growth, Innovation, and Leadership*. September 13, 2016.

Benson, Mark. "[The Rise of Platforms in the IoT](#)." *Peggy Smedley Institute*. September 09, 2016.

Benson, Mark. "[Beyond the Dashboard: Business Process Optimization Through IoT Data Analytics](#)." *IoT Evolution*. July 13, 2016.

Benson, Mark. "[A Modern Platform Approach for Creating Smart Connected Products](#)." *Sensors Expo*. June 13, 2016.

Benson, Mark. "[Developing a Future-Proof IoT Roadmap for Connected Devices and Data](#)." *Sensors Expo*. June 12, 2016.

Benson, Mark. "[Business Analytics and the Internet of Things](#)." *Minnetonka Vantage Advanced Professional Studies*. May 11, 2016.

Benson, Mark. "[IoT: It Takes an Ecosystem](#)." *IoT Fuse*. April 12, 2016.

Benson, Mark. "[Industrial Business Transformation Through Connected Products](#)." *IoT Evolution*. January 27, 2016.

Benson, Mark. "[Building Sticky Brand Loyalty with a Connected Product Strategy](#)." *IoT Evolution*. January 27, 2016.

Benson, Mark. "[Understanding and Mitigating IoT Security Hazards](#)." *Internet of Things Developers Conference*. May 01, 2015.

Benson, Mark. "[Internet of Things Security Patterns](#)." *Internet of Things Stream Conference*. April 02, 2015.

Benson, Mark. "[Disruptive Innovation Through IoT](#)." *Financial Executives International*. April 01, 2015.

Benson, Mark. "[Five Phases of IoT: A Market Maturity Model for the New Connected Device Economy](#)." *IoT Fuse*. March 02, 2015.

Benson, Mark. "[Internet of Things: Opportunities Abound As We Live an Increasingly Connected Life](#)." *Minnesota High Tech Association*. March 01, 2015.

Benson, Mark. "[A Micro-Vertical Engine Approach for Rapid IoT Mass Customization](#)." *M2M Evolution*. February 01, 2014.

Benson, Mark. "[Cloud 101 for Embedded Designers](#)." *Design West*. April 24, 2013.

Benson, Mark. "[Introduction to the M2M Ecosystem: Emerging Trends](#)." *IoT Twin Cities*. March 14, 2013.

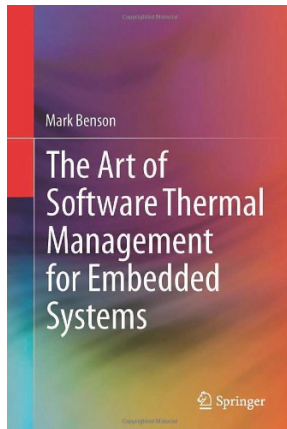
Benson, Mark. "[Trading Power and Performance to Achieve Optimal Thermal Design for Battery-Powered Devices](#)." *Communications, Microsystems, Optoelectronics, and Sensors*. July 18, 2012.

Benson, Mark. "[Preparing For Future Health Technology Trends by Analyzing Current Consumer Demand](#)." *American Telemedicine Association*. May 01, 2012.

Benson, Mark. "[Multi-Core Architectural Decomposition Methods for Low-Power Symmetric and Asymmetric Multi-Processing](#)." *Design West*. March 27, 2012.

Benson, Mark. "[Android Adoption and its Economic Impacts to Product Software Strategy](#)." *Real-Time & Embedded Computing Conference*. March 22, 2011.

PUBLICATIONS



The Art of Software Thermal Management for Embedded Systems

Used in colleges and university, this book introduces Software Thermal Management as a means of reducing power consumption in a computing system to manage heat, improve component reliability, and increase system safety. Whereas most books on thermal management describe mechanisms to remove heat, this book focuses on software techniques to avoid generating heat in the first place.

Published by Springer Verlag (2014)

[More information](#)

Benson, Mark. "[Avoiding the Pitfalls: Five Tactics for IoT Program Leaders.](#)" *IoT Central*. January 09, 2018.

Benson, Mark. "[The Organizational Psychology of IoT.](#)" *IoT Agenda*. October 23, 2017.

Benson, Mark. "[Tiers of User Experience for Smart Connected Appliances.](#)" *Appliance Design Magazine*. July 17, 2017.

Benson, Mark. "[Building An Organizational IoT Competency: What You Need To Know.](#)" *Forbes*. April 21, 2017.

Benson, Mark. "[The Voice of Machine Learning Starts and Ends With Humans.](#)" *Embedded Computing Design*. March 03, 2017.

Benson, Mark. "[How the Internet of Things is Changing Corporate Innovation.](#)" *IoT Agenda*. February 09, 2017.

Benson, Mark. "[Five Avoidable Complications Of Corporate IoT Innovation Programs.](#)" *Forbes*. December 21, 2016.

Benson, Mark. "[Best Practices in Predictive Maintenance for Connected Industrial Equipment.](#)" *Industrial Equipment News*. October 10, 2016.

Benson, Mark. "[5 Best Practices For Winning the IoT Security Arms Race.](#)" *Dark Reading*. September 27, 2016.

Benson, Mark. "[IoT Organizational Readiness for Multiunit Industrial Enterprises.](#)" *IoT Innovator*. August 31, 2016.

Benson, Mark. "[Don't Design from Scratch When You Can Do an In-field Retrofit.](#)" *Embedded Computing Design*. June 11, 2016.

Benson, Mark. "[IoT for Durable Goods Manufacturing: An Exercise in Business Transformation.](#)" *IoT Now*. April 11, 2016.

Benson, Mark. "[Eleven Myths About Data Analytics for IoT Device Fleets.](#)" *Electronic Design*. April 06, 2016.

Benson, Mark. "[What Makes IoT Security So Hard?.](#)" *Security Ledger*. April 05, 2016.

Benson, Mark. "[The Art of Software Thermal Management for Embedded Systems.](#)" *Springer Verlag*. January 31, 2014.

Benson, Mark. "[Software Thermal Management with TI OMAP Processors.](#)" *Electronic Engineering Journal*. August 02, 2012.

Benson, Mark. "[Developing Embedded Hybrid Code Using OpenCL.](#)" *Real Time Computing Magazine*. July 20, 2012.

Benson, Mark. "[The Influence of Mass-Market Design Patterns from Adjacent Industries on the Development of Niche Diagnostic Devices.](#)" *Medical Design Technology Magazine*. June 05, 2012.

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Benson, Mark. "[Wireless in Telehealth: Critical Considerations for Technology Adoption.](#)" *Embedded Computing Design*. August 10, 2011.

Benson, Mark. "[Minimizing Technology Drift in Vertically-Integrated Medical Device Companies via Strategic Outsourcing.](#)" *Medical Device Technology Magazine*. July 07, 2011.

INTERVIEWS

Benson, Mark. "[This New Line of Smart Lights Will Elevate Your Kitchen](#)." *Men's Journal*. July 18, 2024.

Benson, Mark. "[GE Lighting and SmartThings Collaboration Enhances Kitchen Lighting Experience](#)." *Slice of Real Estate*. July 12, 2024.

Benson, Mark. "[SmartThings boss still hoping for a Matter utopia](#)." *The Ambient*. June 13, 2024.

Benson, Mark. "[Smart home solutions for outdoors season](#)." *Realtor Magazine*. June 04, 2024.

Benson, Mark. "[What to know about smart home tech](#)." *Zillow*. August 25, 2023.

Benson, Mark. "[Where SmartThings fits into the new Matter smart home standard](#)." *Tech Hive*. November 21, 2022.

Benson, Mark. "[Samsung wants to control your Matter smart home with SmartThings](#)." *The Ambient*. October 19, 2022.

Benson, Mark. "[Smart Kitchens Might Not Turn You Into 'The Bear,' But They Can Heat up Your Cooking Skills](#)." *Mansion Global*. August 14, 2022.

Benson, Mark. "[How Samsung's SmartThings is thinking about Matter and the future of the smart home](#)." *The Verge*. May 05, 2022.

Benson, Mark. "[Bethel Alumnus Leading in Fast-Changing Smart Home Market](#)." *Bethel University*. April 20, 2022.

Benson, Mark. "[Smart technology is amping up home entertainment](#)." *Axios*. March 23, 2022.

Benson, Mark. "[SmartThings will kill legacy features to make a smarter home](#)." *Stacey on IoT*. June 25, 2020.

Benson, Mark. "[Podcast: Apple embraces IoT and SmartThings shakes things up](#)." *Stacey on IoT*. June 25, 2020.

Benson, Mark. "[Why Samsung's SmartThings arm is pivoting entirely into software](#)." *Business Insider*. June 24, 2020.

Benson, Mark. "[The Samsung Galaxy Home is still MIA. Will it ever be released?](#)" *Digital Trends*. May 20, 2020.

Benson, Mark. "[5 Reasons IoT Security Is Becoming A Priority](#)." *Cyber Security Hub*. July 23, 2018.

Benson, Mark. "[IoT Devices At Forefront Of Cyber Security Efforts](#)." *Cyber Security Hub*. April 25, 2018.

Benson, Mark. "[Nine Things That Are Poised To Impact Cybersecurity](#)." *Forbes*. April 19, 2018.

Benson, Mark. "[Applying Smart Building Technology in Multi-Tenant Properties](#)." *TechTarget IoT Agenda*. March 10, 2018.

Benson, Mark. "[How To Tackle Big Challenges Associated With Cloud Migration](#)." *Forbes*. March 02, 2018.

Benson, Mark. "[14 Ways AI Will Benefit Or Harm Society](#)." *Forbes*. March 01, 2018.

Benson, Mark. "[Smart Burgers: Smart Buildings Grow With Opportunity](#)." *Electrical Contractor Magazine*. February 26, 2018.

Benson, Mark. "[Augmented Reality: AR Technology Finds It's Place in Manufacturing And Maintenance](#)." *Distributed Energy Magazine*. November 29, 2017.

Benson, Mark. "[Trends and innovations in Industrial IoT](#)." *The Manufacturer*. November 17, 2017.

Benson, Mark. "[8 Mistakes that Derail IoT Projects](#)." *Dataflog*. October 09, 2017.

Benson, Mark. "[IoT for Smart Buildings](#)." *Modern Tek News, KZSU Stanford 90.1 FM*. June 26, 2017.

Benson, Mark. "[Weakening Net Neutrality: What It Will Mean](#)." *Forbes*. April 25, 2017.

Benson, Mark. "[Empowering the Internet of Things Generation](#)." *Middle Market Executive*. April 24, 2017.

Benson, Mark. "[My Toaster Hacked The Pentagon: What You Can Do To Secure Your IoT Devices](#)." *Forbes*. March 03, 2017.

Benson, Mark. "[How To Shore Up Your Defenses Against DDoS Attacks](#)." *Forbes*. February 07, 2017.

Benson, Mark. "[Machine Learning And Analytics: What's Your First Step?](#)" *Forbes*. February 02, 2017.

Benson, Mark. "[8 Tips for Building a Cost-Effective IoT Sensor Network](#)." *Computer World*. January 11, 2017.

Benson, Mark. "[Murano Positions Exosite Squarely in the IoT Platform Market Melee](#)." *TechTarget IoT Agenda*. October 26, 2016.

Benson, Mark. "[IT, OT, and Vying for Control of the IoT Connectivity Platform](#)." *Embedded Computing Design*. October 21, 2016.

Benson, Mark. "[Help Wanted: IoT Expertise](#)." *The Economist*. May 03, 2016.

Benson, Mark. "[Wearables Go To Work](#)." *CIO Magazine*. April 27, 2016.

Benson, Mark. "[IoT Evolution Interview with Exosite](#)." *TMCnet*. February 08, 2016.

Benson, Mark. "[Why MSP is the once, current and future Internet of Things \(IoT\) alley](#)." *The Line Magazine*. April 17, 2015.

Benson, Mark. "[Small-Form-Factor Embedded Computing Shrinks Processing for Unmanned Vehicles and Other Tiny Applications](#)." *Military & Aerospace Electronics Magazine*. July 31, 2012.

Benson, Mark. "[Make Money with Android 4.0](#)." *Linux User & Developer Magazine*. December 22, 2011.

PATENTS

Benson, Mark. "[Modularized communication device](#)." *Publisher*. December 17, 2015.

Benson, Mark. "[Gateway-Facilitated Communications for Resource-Constrained Devices](#)." *Publisher*. December 10, 2015.

Benson, Mark. "[Configuring network access parameters](#)." *Publisher*. September 10, 2015.

Benson, Mark. "[Facilitating communication between smart object and application provider](#)." *Publisher*. September 10, 2015.

Benson, Mark. "[Method for embedding device-specific data to enable provisioning a device with a mobile device](#)." *Publisher*. August 15, 2013.

Benson, Mark. "[Methods for embedding device-specific data to enable remote access to real time device data](#)." *Publisher*. January 11, 2013.

Benson, Mark. "[Methods for embedding device-specific data to enable remote identification and provisioning of specific devices](#)." *Publisher*. January 11, 2013.

Benson, Mark. "[Systems, devices and methods for provisioning, pairing and activating a newly manufactured device for automatic joining of customer's network](#)." *Publisher*. November 27, 2012.