



John Traynor
Professional Summary



Currently, John is senior vice president at FreePoint Technologies where he is responsible for global growth, financing, product portfolio, and business strategy. His focus is on instilling operational discipline and enhanced execution capabilities to grow the company and deliver industrial IoT deployments globally.

Most recently, John was chief operating officer at C-Labs Corporation where he was responsible for sales, marketing, and product management for the company's industrial IoT portfolio. After successfully partnering with the company's technical founder to raise capital and grow the company, he orchestrated the acquisition of C-Labs by TRUMPF Group, a leading German industrial automation firm.

Prior to C-Labs, John was senior vice president, products at Bsquare Corporation (NASDAQ:BSQR), leading the creation of product and solution portfolios to build smart connected systems for automotive, retail, industrial automation and other markets. Prior to Bsquare, John was vice-president business products at Palm (acquired by HP). Before Palm, John spent 16 years at Microsoft, including leadership roles in the Mobile and Embedded Devices Group. Previously, John held roles at Microsoft in marketing, sales, finance, operations, and consulting services in the US and Canada. John's early career included positions in management and information technology consulting, and he co-founded and later sold a software development firm.

John has lived in New Zealand, Ireland, Canada, and the United States. He currently resides in the Seattle area where he also serves as an advisor or board member with several technology companies, foundations, and non-profit organizations. He is a contributing author to a book on industrial automation recently released by Vogel Business Media, and has written multiple articles for technology publications, currently focusing on industrial IoT and Industry 4.0.

John holds a bachelor's degree in finance and economics from King's University College at Western University in London, Canada and a master's degree in business administration from the Schulich School of Business at York University in Toronto.