



**K Venkatesh Prasad**  
**Senior Technical Leader, Open Innovation**  
**Ford Motor Company**

K. Venkatesh Prasad is Ford's "What's Next" guy, responsible for fostering global cross-functional innovation at Ford.

Prasad was born in Chennai and attended schools there and in Bengaluru, Pune and New Delhi. He went on to earn his Bachelor's degree in Electronics & Communications Engineering from NIT-Trichy in 1980, and holds double Masters degrees in Electrical Engineering from IIT-Madras and Washington State University, Pullman. He completed his Ph.D in Electrical Engineering in 1990 from Rutgers University, New Brunswick, NJ in USA.

Before joining Ford Motor Company in 1996, Prasad worked at Ricoh Innovations in Menlo Park, California, at Caltech and at the NASA Jet Propulsion Laboratory in Pasadena, California.

At Ford, Prasad imagined the vehicle as a software platform where features and services could be beamed in from the outside – without incremental built-in hardware. That revolutionary mind-set led to the development of Ford SYNC. Software-based, the voice-activated SYNC system allows Ford and Lincoln vehicle owners to seamlessly connect to their cell phones, MP3 players and a host of other features and services in and through their vehicle – hands-free.