



**Jim Battaglia**  
**Vice President, Strategic Business Development**  
**Panasonic Research & Development Center of America**

Jim Battaglia oversees strategy, planning, and new business development for Panasonic's North American R&D operation and works closely with Panasonic's consumer electronics and other business units. He has over 20 years experience in digital media and home electronics business, and has worked in both high-tech start-up and large CE corporate environments.

After graduating from business school, Jim joined a new consortium spun out of the National Association of Home Builders, called SMART HOUSE. The venture led to the birth of structured wiring, which is now installed in nearly half of all new homes built in the U.S. After SMART HOUSE, Jim began his entrepreneurial career and held executive management positions in several start-up companies specializing in home networking and digital media products.

In 2004, Jim joined Pioneer Electronics at its Silicon Valley office, where he helped promote home networking in Pioneer's Plasma TV and Blu-ray products. Jim co-founded and helped launch SyncTV, a new on-line video service that was designed specifically to meet the needs of consumers and CE manufacturers. Jim also participated in several industry alliances and consortia and chaired the DLNA's Ecosystem Committee.

Now at Panasonic, Jim is developing strategies and plans to help the company fully benefit from new IP-connected product and services. He received his MBA from the Sloan School at MIT and holds technical degrees from the Universities of Pennsylvania and California-Berkeley.