

Dave Wilson

Director of Academic and Corporate Marketing National Instrument



As the Director of Academic and Corporate Marketing, Dave Wilson is responsible for delivering effective marketing strategies and tactics to more than 40 NI offices worldwide while ensuring a consistent global brand and message.

A veteran of National Instruments, he has held leadership positions in field engineering, academic and product marketing, and international sales and marketing and has delivered more than 50 keynotes about the application of next-generation technologies in 30 countries. He has met with the ministers of education in both Russia and Kosovo to discuss ways to adopt new generation technologies for science and engineering in university curricula. He has also authored numerous articles and interviewed with multiple domestic and international publications including EE Times Asia, Bits & Chips, Evaluation Engineering, Desktop Engineering, and Sensors.

As chair of the prestigious Graphical System Design Achievement Awards, he annually recognizes significant contributions to engineering and science made by NI customers around the world, many highlighting how commercially available technology can meet some of today's greatest technical challenges.

Before joining NI, Wilson worked for the Xerox Corporation and Keithley Instruments as a research engineer and software developer, respectively. Upon joining NI in 1991 as a Michigan-area district sales manager, Wilson immediately began driving the adoption of NI measurement and automation solutions throughout the automotive industry. In this role, he presented more than 50 technical seminars, wrote hundreds of applications with customers, and received multiple industry recognition awards.

In 1995, Wilson became the director of data acquisition marketing where he led several successful launches for products that have become key parts of the NI product line including motion control, IMAQ Vision, E Series and intelligent DAQ boards, PXI, and PCI. He also developed many product and corporate messages and led initiatives to work with R&D to incorporate customer-recommended features into new products. In 2000, Wilson became the international sales director for Japan where he led the branch to 30 percent growth, one of the largest revenue increases of a large branch in NI history.

Wilson holds a bachelor of science degree in applied physics from the State University of New York at Geneseo.