Executive Team

Seasoned entrepreneurs, the members of the Executive Team members are named inventors on more than 30 patents in the U.S., Japan, and Europe.

Marc Lurie CEO

Lurie formed SmartPedal Labs after identifying pedal signal correction as an overlooked opportunity for greener, more efficient vehicles. In addition to co-developing the intellectual property and leading the mechanical design, Lurie manages new business development and operations.

Prior to SmartPedal Labs, Lurie founded and directed @hand, the company that pioneered mission-critical mobile computing, a category now regularly covered by industry analysts. Deloitte LLC named @hand one of the fastest growing technology companies in America. In his third decade of entrepreneurship, Lurie previously served in marketing and business development capacities at several high-growth start-ups, including iChat and Vignette.

Outside the office, Lurie is keenly interested in education and regularly participates in a range of activities, from math tutoring at elementary schools to guest lecturing on technology at graduate and undergraduate business programs. He has created two classes at his alma mater and also developed the original course on *Non-Profit Law and Regulation* taught at Cornell Law School.

Lurie graduated with double majors from the University of California at Berkeley and holds a degree in law from Cornell with a specialization in International Law. He has lived in China, Japan, and France.

Attila Vass VP R&D

Vass co-founded SmartPedal Labs, bringing years of experience consulting with auto manufacturers on advanced technology projects, ranging from user-interface design to data security and network communications.

His pioneering work in the latter was featured in *The New York Times* and serves as the technical foundation for several products and services from independent companies.

Previously, Vass oversaw R&D for flagship products and emerging technologies for Sony Corporation. Before Sony, Vass developed Alias|Wavefront advanced 3-D authoring tools utilized by the automotive industry.

Vass' professional experience and skills range broadly from circuit design and embedded system firmware development to high-level architecture, application coding, API design, and standards definition.

Vass graduated in Computer Science. In addition to his native Hungarian, Vass is fluent in English, Japanese, passable in German, and proficient in several other languages.