

Dan Lejerskar Profile

Key Points

- Dan Lejerskar is the Founder, Chairman, and CEO of EON Reality, co-founded in 1999, focusing on virtual and augmented reality.
- He holds dual Master of Science degrees in Mechanical Engineering and Computer Science from Chalmers University of Technology, likely graduating around 1985.
- His career includes significant roles at Volvo Aerospace (1985-1988), PKAB (1988-1998), RealityBUY.com (1998-2002), and Greenwave Systems (2009-2015).
- He has authored books like *Beyond Boundaries* and *The Knowledge Metaverse*, and is a keynote speaker at global tech and education conferences.

Professional Background

Dan Lejerskar has a robust career in technology and business leadership. He co-founded EON Reality in 1999, where he currently serves as Founder, Chairman, and CEO, driving innovations in virtual and augmented reality for education and industry. Prior to this, he was at Volvo Aerospace from 1985 to 1988 as a program manager for the Ariane 5 rocket program, showcasing his early expertise in aerospace engineering. He founded and led PKAB from 1988 to 1998, growing it into a major IT firm focused on 3D simulation. He also headed RealityBUY.com from 1998 to 2002, achieving a peak market capitalization of \$240 million, and co-founded Greenwave Systems in 2009, serving until 2015, which focused on Internet of Things solutions.

Educational Background

Lejerskar earned dual Master of Science degrees in Mechanical Engineering and Computer Science from Chalmers University of Technology in Gothenburg, Sweden, likely around 1985, based on his career start at Volvo Aerospace in 1985. This strong academic foundation has been pivotal for his innovative pursuits in technology.

Achievements and Publications

He has received accolades such as being named the Most Accomplished Businessman for the Fastest Growing Company in Sweden and co-winning the Chalmers University of Technology Daleen Prize. Lejerskar is also an author, with works including *Beyond Boundaries*, *The Learn for Life Manifest*, *The Knowledge Metaverse*, and *Think Different, Evolve Faster*, exploring AI and XR's impact on education and society. Additionally, he is a frequent keynote speaker at events like the 11th CII Global Summit on Skill Development in December 2024 and the EON Education Leadership Forum 2024 in Singapore.

Survey Note: Comprehensive Profile of Dan Lejerskar

Dan Lejerskar stands as a pivotal figure in the realms of virtual reality (VR), augmented reality (AR), and artificial intelligence (AI), particularly through his leadership at EON Reality and his extensive entrepreneurial ventures. This note provides a detailed examination of his professional journey, educational background, and contributions, ensuring a thorough understanding for stakeholders in technology and education sectors.

Professional Experience

Lejerskar's career is marked by a series of entrepreneurial and leadership roles, each contributing to his reputation as a visionary in high-tech industries:

- **EON Reality (1999-Present):** As Founder, Chairman, and CEO, Lejerskar has been instrumental in shaping EON Reality into a global leader in VR and AR-based knowledge transfer. Headquartered in Irvine, California, the company has developed platforms like EON-XR, impacting millions through immersive learning solutions in education and industry. His leadership has fostered strategic partnerships worldwide, enhancing knowledge accessibility and efficiency.
- **Greenwave Systems (2009-2015):** Co-founding this company, Lejerskar focused on accelerating Internet of Things (IoT) solutions, growing Greenwave Systems to a \$190 million valuation. This venture underscored his foresight in recognizing IoT's transformative potential, particularly in operational efficiencies across industries.
- **RealityBUY.com (1998-2002):** Lejerskar spearheaded this company, focusing on interactive 3D content and applications, achieving a peak market capitalization of \$240 million. This role highlighted his ability to identify emerging markets and capitalize on technological advancements, a theme consistent throughout his career.
- **PKAB (1988-1998):** Founded and led by Lejerskar, PKAB was a significant IT firm specializing in numerical simulation, virtual reality, and interactive 3D. Growing it to over 600 employees with a market value of US\$512 million, this venture was a precursor to his later work in VR and AR.
- **PFAB (Projektledning Portugal AB 1987-1995)** Additionally, he founded PFAB in 1987, a real estate development company, which he built from a two-person operation to over 300 people, further showcasing his entrepreneurial versatility.
- **Volvo Aerospace (1985-1988):** Beginning his career as a program manager for the Ariane 5 rocket's main engine, Lejerskar coordinated multinational development efforts among Volvo, MBB, Fiat, and SEP. This role demanded deep engineering knowledge and cross-cultural collaboration, laying the groundwork for his future high-tech ventures.

Educational Background

Lejerskar's academic foundation is robust, holding dual Master of Science degrees in Mechanical Engineering and Computer Science from Chalmers University of Technology in Gothenburg, Sweden, likely graduating around 1985. This interdisciplinary expertise, gained from a prestigious institution known for engineering and science, has enabled him to approach problems

with analytical rigor and creative problem-solving, evident in his subsequent career achievements.

Achievements and Recognition

Lejerskar's contributions have been widely recognized, including:

- Named the Most Accomplished Businessman for the Fastest Growing Company in Sweden, reflecting his business acumen.
- Co-winning the prestigious Chalmers University of Technology Daleen Prize alongside the CEO of Volvo AB, acknowledging his academic and professional impact.
- Serving as a keynote speaker at prominent events, such as the Asian Leadership Conference in 2015 and 2016, and more recently at the 11th CII Global Summit on Skill Development in New Delhi, India, in December 2024, where he presented EON Reality's AI-driven XR learning solutions. Other notable engagements include the EON Education Leadership Forum 2024 in Singapore in May 2024, the NTU Future of Education Summit, and VR After Dark at the University of Alberta, Edmonton, emphasizing his role as a thought leader in immersive technologies.

Publications and Thought Leadership

Lejerskar has authored several influential books, each exploring the intersection of technology and societal advancement:

- *Beyond Boundaries*: Discusses how AI and immersive XR will transform living, learning, and working, emphasizing technology's role in deepening human connections.
- *The Learn for Life Manifest*: Focuses on inclusive education, offering actionable steps like micro-courses and neighborhood hubs, and addresses ethical integration of fast-evolving tech.
- *The Knowledge Metaverse*: Provides practical tools for using XR and AI to boost skills and training, advocating for knowledge as a human right and ethical tech innovation.
- *Think Different, Evolve Faster*: Explores leveraging AI for innovation, offering strategies to adapt and lead in a rapidly changing global landscape, with a human-centric approach to technology.

These works, available for reading and viewing online, reflect his commitment to sharing visionary insights, with links to explore further at [EON Reality](#).

Additional Contributions and Legacy

Through EON Reality, Lejerskar has influenced the integration of immersive technologies in education and industry, positioning himself as a transformative figure. His vision has led to the development of AI-driven XR solutions, impacting global educational paradigms and industrial practices. His participation in forums like the EDB Society AI Forum in Singapore in October 2024, alongside Singapore's Minister for Digital Development and Information, underscores his role in shaping AI strategies for digital transformation.

Detailed Timeline and Context

To provide a clearer picture, here is a table summarizing his professional timeline:

Period	Organization	Role	Key Achievements
1985-1988	Volvo Aerospace	Program Manager	Managed Ariane 5 rocket program, coordinated multinational efforts.
1988-1998	PFAB	Founder, President	Grew to 600+ employees, market value US\$512 million, focused on 3D simulation.
1998-2002	RealityBUY.com	Founder, President	Achieved \$240 million market cap, focused on interactive 3D content.
1999-Present	EON Reality	Founder, Chairman, CEO	Led global VR/AR leader, impacted millions through immersive learning solutions.
2009-2015	Greenwave Systems	Co-founder	Grew to \$190 million valuation, focused on IoT solutions.

This table encapsulates his career trajectory, highlighting the progression and impact of each role.

Conclusion

Dan Lejerskar's career is a testament to his ability to innovate and lead in technology-driven fields, from aerospace to VR and AI. His educational background, entrepreneurial ventures, and thought leadership through publications and speaking engagements position him as a key influencer in shaping the future of education and industry through immersive technologies.

Key Citations

- [Dan Lejerskar EON Reality Profile](#)
- [EON Reality Company Page](#)
- [Chalmers University of Technology Overview](#)