

Key Industry Partnerships & Collaborations (Led by Heinz Oyrer at LeddarTech, 2019–2025)

As Director of Strategic Partnerships, GTM & Business Development, I led the end-to-end management of high-impact collaborations with major industry players as outlined below. These partnerships enabled integration of LeddarTech's LiDAR and ADAS technologies (hardware & software; AI-enabled) into leading automotive, industrial, and smart infrastructure platforms worldwide.

Partner	Cooperation & Objectives	Link
OSRAM	Integration of LeddarEngine™ hardware and software into OSRAM's PERCEPT™ LiDAR platform, targeting production ADAS solutions.	Link
Texas Instruments	Licensing and technology partnership to scale LeddarVision™ on TI TDA4VM/TDA4VH SoCs, including demos at CES and upfront payment contracts.	Link
Arm	Optimization of LeddarVision™ on Arm Automotive Enhanced platforms (SOAFEE). Joint presentations at CES and Embedded World.	Link
Renesas Electronics	Development of an ADAS reference architecture combining LeddarEngine™ with Renesas R-Car SoCs. Member of the R-Car Consortium.	Link
STMicroelectronics	Partnered in the ST Partner Program. Co-developed evaluation kits based on MEMS LiDAR technology to accelerate OEM adoption.	Link Link
Ficosa	Integrated LeddarVision™ into surround-view camera systems. Achieved production-ready Smart Parking Assistant with live demonstrations.	Link
Immervision	Collaboration to enhance ADAS training processes using synthetic and real data fusion, improving efficiency and cost effectiveness.	Link
First Sensor (part of TE Connectivity)	Integration of LeddarEngine™ into sensor systems for industrial and medical applications, enhancing sensor fusion capabilities.	Link
onsemi	Partnership to integrate LeddarVision™ with onsemi's semiconductor solutions for automotive applications, improving power efficiency.	Link

Partner	Cooperation & Objectives	Link
SOAFEE (Arm-led)	Participation in the Scalable Open Architecture for Embedded Edge initiative, contributing to the development of software-defined vehicle platforms.	Link
NVIDIA	Collaboration to optimize LeddarVision™ on NVIDIA's AI computing platforms, enhancing perception capabilities for autonomous vehicles.	Link
TTTech Auto	Integration of LeddarVision™ into TTTech Auto's safety software platform for software-defined vehicles, enhancing system reliability.	Link
Flex	Collaborative development of a LiDAR evaluation kit and related services for automotive LiDAR sensors, combining LeddarTech's sensing technology with Flex's design and manufacturing expertise.	Link
dSpace	Ecosystem engagements included a joint LiDAR development.	Link
AWS (Amazon)	Cloud-native deployment strategies in collaboration with AWS, aligning with SOAFEE and Arm ecosystem partners.	Link

Beyond these headline collaborations, I cultivated a broad and dynamic ecosystem of partners — including semiconductor vendors, sensor manufacturers, software platform providers, cloud infrastructure leaders, and system integrators — ensuring that LeddarTech's solutions remained at the forefront of LiDAR, ADAS, and autonomous driving innovation. My responsibilities spanned the full partnership lifecycle: from research and intelligence, deal origination and strategic alignment to negotiation, contracting, and joint go-to-market execution. These efforts contributed directly to measurable business growth and significantly expanded LeddarTech's global market presence.

Please note that certain company names and project details remain under non-disclosure agreements (NDAs), particularly those related to customer engagements, RFIs (Requests for Information), and RFQs (Requests for Quotation) involving OEMs and Tier-1 suppliers.