

Mark Büniger
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Mark Büniger directs the Lux Research analyst team from the firm's San Francisco office. He has 15 years of business strategy experience, both as a management consultant and a technology analyst. In this time, he has advised more than 40 Fortune 500 corporations, led hundreds of engagements, and authored over 60 reports and other publications.

Most recently, he was a Principal Analyst at Forrester Research, where he studied and advised clients in manufacturing industries including automotive and aerospace. Prior to that, Mark was a Managing Director at European technology consultancy Icon Medialab (now LB International). He also co-founded the leading online promotional currency company, SoftCoin, which manages multimillion-dollar campaigns for clients such as Kodak, Proctor & Gamble, Frito-Lay, and Nokia. The first six years of Mark's career were spent at Accenture in the U.S. and Europe, where he was a consultant in a variety of industries and technologies. Mark and his work have figured in leading business journals and other media outlets in the U.S. and Europe, including CNN, CNBC, The Wall Street Journal, the Financial Times, and other regional and trade publications.

Mark's education includes International Marketing at Mälardalen Polytechnic in Sweden, and Market Research at the University of Texas in the U.S. In addition, Mark studied biochemistry through the University of California at Berkeley's extension program, and currently assists part-time in a lab at the UCSF Department of Neurology. He speaks English, Swedish, and German, and is conversant in French, Spanish, and four other languages. He has served as Chairman and Vice-Chair of the Swedish-American Chamber of Commerce on the regional and national level, respectively. Mark and his family split the year living in California and Sweden.

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