

BIOGRAPHICAL SKETCH



BARUCH PLETNER-PH.D.

VDot Cleantech Inc. | Prince Edward Island, Canada

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Dr. Baruch Pletner is a highly educated and self-motivated professional who has worked extensively as a researcher and an executive, refining his engineering and entrepreneurial skills across the world in Asia, North America and Europe. Throughout his career, Baruch acquired many skills, including high proficiencies in the English, Hebrew, Russian and French languages.

A Hebrew Reali school graduate, Baruch went on to study Aerospace engineering at the Technion – Israel Institute of Technology after completing his military service requirements in the Israeli Air Force in 1984. His experience researching random vibrations as a research assistant at Florida Atlantic University led him to pursue a PhD focused on active control of sound radiation from thin-walled panels, while acting as the chairperson of the graduate student union. He published several articles throughout his studies in the journal of intelligent materials and the American Institute of Aeronautics and Astronautics journal to name a few.

Baruch launched his engineering career right after graduating from his PhD as a Senior Engineer at the MIT spin-off Active Control eXperts (ACX) in Cambridge, Massachusetts. He headed several projects for ACX which led to quick career growth within the company, first to Senior Program Manager, then to Director of Lithography Applications, building the division up from scratch both on a technological and business side. After the acquisition of ACX by Cymer, Baruch stayed on as Director, Lithography Applications to continue the development of the company in the highly competitive semiconductor industry. In 2003, he left Cymer to start up his own engineering services company, IPTRADE, Inc., situated in Boston and focused on the semiconductor market as well. Not only did Baruch build the company from scratch to one generating millions of dollars in yearly revenues, he also took part in the publication of multiple US patents throughout the same time, highlighting the innovation his company was responsible for.

Entrepreneurship was another passion for Baruch that he pursued throughout his career, starting with a Master's in Business Administration from the D'Amore-McKim School of Business at Northeastern University in Boston. The MBA degree helped him in building IPTRADE, Inc. from the ground up, and making it the success it was. The next step in his entrepreneurship journey happened after the 2009 downturn, where Baruch relocated to Nova Scotia and reestablished the company with a new name: Intelligent Dynamics Canada (IDC), Ltd. In the last ten years, Baruch worked as a CTO for hire at

different companies spending time to help build up their internal R&D divisions. He also held the Vice President position at Atlantic Motor Labs Inc., started an R&D services company, Pratt & Pletner Innovations Inc., stationed in Calgary, and currently holds the Director of Strategic Initiatives position at VDot Cleantech Inc. in Prince Edward Island.

Baruch had some advice for aspiring engineers and entrepreneurs alike. He focused on the fact that his main motivation to joining the Boston startup for instance was the smaller yet dynamic nature of the environment and the challenges that come with such an experience, in addition to the cutting-edge technology they were developing. He believes that it is of the utmost importance for us to understand what working environment suits us and guide our careers towards that end, concentrating on experiences that drive us in that particular direction. For example, the fast nature of ACX was intriguing and interesting to Baruch, however he made it clear that such choices are fraught with danger and very risky, while the alternative like a long career in a large corporation or with the government can be just as fulfilling and lucrative, especially when you consider it from a risk/reward perspective. He also highlighted the importance of having a strong foundation in hard sciences and the mathematics for any engineer and how a strong background and training in these core sciences can complement a good coding and software knowledge and lead to a more fulfilling career in engineering and entrepreneurship. Baruch recommends that we aim for experiences that are tailored towards our goals such as developing our lab skills for any person interested in a traditional research environment. He deems it vital for engineers to acquire empirical skills throughout their journey as these skills will prove invaluable wherever they decide to go in their careers.