

Jon Metzler is President of Blue Field Strategies, a San Francisco-based consulting firm that helps clients better harness innovation. Jon has supported clients with new business launches in print, online media, services, edtech, wireless broadband, geolocation, wireless infrastructure and more, through a combination of market assessment, operational support, and media and regulatory advocacy.

Jon is also a lecturer at the Haas School of Business at UC-Berkeley, where he teaches in the undergrad, MBA and evening MBA programs, and is associated faculty for the UC-Berkeley Center for Japanese Studies. He is a faculty mentor at Berkeley Skydeck, an accelerator for Berkeley-affiliated startups. He has received grant funding from the Center for Japanese Studies and the Center for Long-Term Cybersecurity. As of fall 2018, he is also a mentor at the RocketSpace Terra accelerator.

Prior to founding Blue Field, Jon was Business Development Director at Rosum Corporation (acquired by TruePosition), a pioneering location technology company based in Silicon Valley augmenting the reach of GPS indoors. At Rosum he drove business development in telecom, defense and M2M markets, and also was responsible for government affairs, public relations and standards. He secured development funding from DARPA in partnership with Boeing, and managed a multistate E911 location trial. He represented Rosum in the National Emergency Number Association and Advanced Television Systems Committee, and successfully advocated for adoption of what's now called ATSC Time.

Prior to joining Rosum, Jon was Vice President at Performance Analysis, Inc., a consulting firm specializing in business development in Asia for Silicon Valley technology companies.

Jon completed his MBA/MA-Asian Studies at the Haas School of Business. There, he co-founded the Berkeley Asia Business Conference, and authored a thesis comparing new venture creation in Silicon Valley and Japan. Jon also has a B.A. from the University of Michigan, and is a graduate of the Inter-University Center for Japanese Language Studies (Stanford Yokohama Center).

Jon is chairman of the board of directors for the Japan Society of Northern California, where he focuses on board development and organizational growth. He was previously a member of the board of San Francisco's Stern Grove Festival Association.

Jon and his wife and children make their home in the San Francisco area.

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