

April 2014

Contact: Bridgette L. LaRose
DENSO International America
Phone: 248-372-8266
bridgette_larose@denso-diam.com

Roger Berg

Vice President
North America Research and Development

Roger Berg is vice president at DENSO's North American Research and Development office, overseeing vehicle communication and automation technology. He is responsible for DENSO's regional research and development of connected vehicles, automation and cyber security.

Berg joined DENSO in 2000, as Vice President of Wireless Communications, where he was responsible for the design and development of cellular handset and telematics technology and products. In 2003, his group began to shift toward wireless technology research and development with an extensive focus on V2X imminent crash avoidance systems.

Berg's teams are currently working mainly on software research and development for connected and automated vehicle technology at DENSO's two laboratories in Vista and San Jose, California. He also coordinates closely with DENSO's research and product groups in Japan, Germany and China.

Berg is the inventor or co-inventor on eight U.S. and international patents. Before joining DENSO, he worked for consumer electronic companies such as Sony and Motorola, where he managed the design and development of cellular handset and accessory products for markets in the United States, Europe and Asia.

Berg earned a Bachelor of Science degree in Electrical Engineering from the University of Illinois in Urbana, Illinois and a Master of Science in Electrical Engineering from Illinois Institute of Technology in Chicago, Illinois.

Berg is currently an active member of the Society of Automotive Engineers (SAE) and is on the Dedicated Short Range Communication (DSRC) Technical Committee, the On-Road Automated Vehicle Standards Committee and Safety Testing Working Group and chairs the ITS America Connected Vehicle Task Force. He is also a member of the USDOT's Intelligent Transportation Systems (ITS) Program Advisory Committee.

###