Brian Markwalter is senior vice president of research and standards for the Consumer Technology Association (CTA)™, the preeminent trade association promoting growth in the $401 billion U.S. consumer technology industry. CTA also owns and produces CES® – the world’s gathering place for all who thrive on the business of consumer technology.

Mr. Markwalter is responsible for overseeing CTA’s ANSI-accredited standards development operation and extensive market research capability. Under Mr. Markwalter’s direction, CTA hosts more than 70 committees, subcommittees and working groups that produce standards used in millions of consumer devices. CTA standards are referenced by EPA, DOE, FTC, FCC and other government agencies. CTA’s market research has a rich 75 year history producing objective research, tracking sales data and forecasting trends.

Mr. Markwalter represents CTA’s technical interests in industry and international venues related to self-driving vehicles, digital television, broadband access, spectrum management, standards and intellectual property, cybersecurity and energy efficiency. Mr. Markwalter has participated in joint U.S.-China development programs on standards and presented at FCC workshops on a variety of subjects. His leadership in the industry is reflected through positions on the Advanced Television Systems Committee Board of Directors, IEEE Consumer Electronics Society Board of Governors, NTIA’s Online Safety and Technology Working Group, FCC’s Technological Advisory Council, FCC’s Video Programming Accessibility Advisory Committee and NIST’s Smart Grid Interoperability Panel Governing Board.

Prior to joining CTA, Mr. Markwalter worked as Director at Intellon Corporation, a semiconductor company specializing in power line communications. In this role, he helped develop and launch the technology adopted by the HomePlug Powerline Alliance for data networking over residential power lines and holds seven patents in this area. Mr. Markwalter holds BS and MS EE degrees from the Georgia Institute of Technology and is a licensed professional engineer.