



Luke Steuber

Veteran Product Leader, Subject Matter Expert, and CX Pioneer

Lucas "Luke" Steuber (MS CCC-SLP, MA Applied Linguistics) is a distinguished Applied Linguist, speech and language pathologist, and assistive technology pioneer. He specializes in generative language for disability and complex access restrictions, drawing from his background in NLG and more recently LLMs. Driven by an unwavering passion to improve the lives of individuals with communication disorders, Luke holds Master's degrees in Speech and Language Pathology and Applied Linguistics from Pacific and Portland State, respectively. His unique blend of clinical expertise, linguistic knowledge, and technological prowess has made him an authority in augmentative and alternative communication (AAC) systems as well as complex regulatory environments and ethical decisionmaking worldwide.

Employment history

Dec, 2019 - Aug, 2023

Director of Product Management & Principal Clinical Scientist

Cognixion at Santa Barbara, CA; Toronto, CA

- **Innovative Product Development:** Spearheaded the development of the first FDA-designated, non-invasive brain-computer interface headset, setting a new standard in the assistive technology market. Utilized deep insights into market sizing and forecasting to guide product innovation strategically.
- **Market Analysis and Positioning:** Conducted comprehensive market research to accurately identify and size addressable markets. This data-driven approach informed product development and positioning, aligning with customer needs and market potential.
- **Interdisciplinary Team Leadership:** Orchestrated and guided diverse teams of technologists, researchers, and designers, creating a synergistic environment for pioneering product development. Focused on aligning team efforts with market insights to target key user segments effectively.
- **User-Centric Design Focus:** Prioritized enhancing the daily experiences of those most impacted by communication disabilities, through innovative and empathetic product design. Integrated market research findings to ensure user needs were at the forefront of design considerations.
- **Regulatory Mastery and Market Introduction:** Expertly navigated complex regulatory processes, including de novo submissions, to gain necessary approvals for groundbreaking devices like the Cognixion ONE headset. This cutting-edge headset, integrating AI, augmented reality, and brain-computer interface technology, significantly empowers users with communication disabilities.
- **Strategic Customer Experience (CX) Development:** Leveraged market analysis and forecasting to shape a customer experience strategy that addressed the specific needs and preferences of the target market, ensuring a seamless and impactful user journey.

Jun, 2018 - Jan, 2020

Director of Product Management

Tobii Dynavox at Pittsburgh, PA; Stockholm, Sweden

- **Market Leadership and Innovation:** Spearheaded a 4,600% unit sales growth in Tobii Dynavox's flagship software product by identifying and targeting key market segments and user needs.
- **Strategic Market Analysis:** Conducted extensive market research and analysis to understand and define addressable markets, leading to strategic product positioning and development.
- **Global Team Management:** Managed a diverse team of 8 product managers, overseeing a wide array of products across multiple languages and cultures, demonstrating strong international business and sourcing skills.
- **Customer-Centric Approach:** Emphasized customer journey and user insights in product development, focusing on the needs of highly vulnerable populations, and driving significant improvements in customer experience and product accessibility.
- **Regulatory Navigation and Compliance:** Navigated complex international and US regulatory landscapes, ensuring compliance and market introduction of innovative AAC devices.
- **Cross-Cultural Sensitivity:** Showed deep understanding and consideration of different cultures in product development, ensuring products are relevant and accessible to diverse user groups.
- **Product Portfolio Management:** Streamlined and honed messaging and portfolio, enhancing the overall product strategy and market effectiveness.
- **Leadership in Customer Experience:** Advanced Tobii Dynavox's position in the AAC market by prioritizing user needs and transparent communication, restoring faith in the brand among professionals, caregivers, and AAC users.

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Links

[LinkedIn](#)

[lukesteuber.com](#)

[Substack](#)

[Medium](#)

[YouTube](#)

[Becoming an AAC Leader](#)

[Github](#)

Skills

Generative Language

Experienced

Language Systems

Expert

Clinical R&D

Experienced

Product Strategy

Experienced

Augmentative and Alternative Communication (AAC) Systems

Expert

Regulatory Navigation

Experienced

Human Factors Testing

Experienced

Clinical Implementation

Experienced

Artificial Intelligence

Experienced

Augmented Reality

Experienced

Brain-Computer Interface Technology

Experienced

Product Management

Expert

Employment history

Apr, 2014 - Mar, 2018

Director of Clinical Research and Development

Avaz Inc.

- Innovative Product Development:** Helped spearhead the creation of the Avaz FreeSpeech app, an award-winning innovation in Augmentative and Alternative Communication, revolutionizing special education tools.
- FreeSpeech App Launch and Success:** Led the development and successful launch of the popular FreeSpeech communication application, achieving notable user engagement and industry acclaim.
- Clinical Research and Development Leadership:** Directed clinical research and testing for Avaz FreeSpeech, culminating in its distinction as Apple's #1 Best New App on iOS and OSX app stores, a first in special education tools.
- Award-Winning Achievement:** Played a pivotal role in Avaz FreeSpeech being named the best new startup at CES China 2016, highlighting the product's innovative features and market impact.
- Primary User Testing and Localization:** Acted as the lead Speech-Language Pathologist and principal user tester, crucial in the effective localization of Avaz and FreeSpeech, ensuring their applicability across different languages.
- Marketing and Brand Building:** Led English language marketing efforts for Avaz, significantly boosting brand visibility and user engagement in English-speaking markets, and contributing to the brand's international growth.

Feb, 2014 - Present

Founder, Clinician, Consultant

One Impossible Thing (at a time) at Santa Barbara, CA

- Clinical Excellence & Innovation:** Founded and led LanguageCraft, a pediatric private practice specializing in AAC and low-incidence disorders. Demonstrated a knack for innovative therapy solutions, integrating eye gaze technology and other advanced AAC strategies to enhance communication abilities in children and adults.
- Strategic Nonprofit Transition:** Successfully transitioned LanguageCraft into The Ignite Program, upholding a mission to deliver highly specialized AAC services under a nonprofit model. This transition reflects a commitment to community service and accessible healthcare.
- Advocacy and Leadership:** Played a critical role in shaping strategic initiatives for the Autism Society of America. Chaired public relations for Adler's Voice, focusing on AAC education and fundraising to support families and individuals with communication needs.
- Mentorship & Educational Outreach:** Mentored aspiring AAC professionals and students, including startup CEOs, blending clinical insights with innovative thinking. Authored and produced a wealth of educational content, including podcasts and Roku channel content, reaching tens of thousands weekly, thereby demystifying AAC and AT concepts for broader audiences.
- Diverse Consulting Engagements:** Provided consultancy services to an array of international clients, advancing accessibility and communication strategies across various sectors. Notable collaborations include Google, LEGO, Pearson, Oregon Health Science University's Mind-Brain Lab, and Boston Children's Hospital.
- Content Development & Thought Leadership:** Through Talking With Tech, AAC Live, and XceptionalED, generated impactful content, making complex research accessible and reducing misinformation across cultures and demographics. Known for a unique ability to translate technical information into understandable concepts.
- Community Engagement & Advocacy:** Engaged in strategic planning with the Autism Society of America and Adler's Voice. Contributed to educational programs like Camp Yakety Yak, advocating for the integration of AAC in diverse learning environments.
- Professional Development & Skill Enhancement:** Demonstrated a commitment to personal and professional growth by actively re-engaging with computer science, blockchain applications, and developing a proprietary Large Language Model.
- Public Speaking & Industry Influence:** Became a sought-after speaker at various conferences and events, sharing expertise on AAC, disability rights, and emerging technologies. Led LanguageCraft to become a cornerstone brand of XceptionalEd.
- Recognition & Impact in Speech-Language Pathology:** Received accolades for transformative advocacy and educational endeavors, notably elevating the standards of care and advancing the field of speech-language pathology.
- Technological Integration in Clinical Practice:** Seamlessly combined technical expertise with clinical acumen to develop and test cutting-edge AAC solutions, showcasing a unique blend of skills that contribute to continuous improvement and personalized care in the AAC field.

Education

2012 - 2014

Master of Science (M.S.), Speech-Language Pathology

Pacific University at Forest Grove, OR

The Master of Science program in Speech-Language Pathology at Pacific University offers a comprehensive and dynamic curriculum designed to provide in-depth knowledge in speech, language, and communication disorders. This program emphasizes evidence-based practices and integrates foundational theories with hands-on clinical skills development, catering to a diverse range of client populations and settings. Lucas Steuber's specialization in this program was centered on assistive technology and complex communication challenges, with a particular focus on rare and low-incidence disorders in pediatric populations.

Skills

Clinical Writing

Expert

Speech-Language Pathology

Expert

Applied Linguistics

Expert

Product Development

Experienced

Content Development

Expert

Advocacy

Experienced

User-Centric Design

Expert

Market Intelligence

Expert

Strategic Planning

Experienced

Neurological Disorders

Expert

Disability Law

Experienced

Motor Speech Disorders

Experienced

Durable Medical Equipment

Experienced

Cognitive Linguistics

Experienced

Product Portfolio Management

Expert

Global Team Management

Skillful

Evidence-Based Practices

Expert

Cross-Cultural Sensitivity

Experienced

Product Messaging

Experienced

Community Engagement

Expert



Education

2009 - 2011

MA, Applied Linguistics

Portland State University

The Master of Arts in Applied Linguistics program at Portland State University is intricately designed to explore the multifaceted aspects of language analysis and application. In this advanced study, Lucas Steuber specialized in corpus linguistics, utilizing the principles of Systemic Functional Linguistics to meticulously analyze a corpus of language typically associated with schizophrenia. His innovative research focused on validating this linguistic corpus against the standards set by the Diagnostic and Statistical Manual of Mental Disorders (DSM). This groundbreaking work contributed significantly to the understanding of distinctive language patterns in schizophrenia, bridging the gap between linguistics and mental health diagnostics.

2007 - 2009

BA, Applied Linguistics

Portland State University

Lucas Steuber's Bachelor of Arts in Applied Linguistics was marked by a deep dive into the analytical exploration of political writing. This program transitioned from his initial years in computer science, where he discovered a parallel fascination for the structured logic and syntax inherent in linguistics. His undergraduate studies were focused on unraveling the complex relationship between language and political ideologies, using corpus and computational techniques to examine how language both influences and is influenced by politics.

Skills

Public Speaking

Experienced

Global Market Expansion

Experienced

Assistive Technology Innovation

Experienced

Python Data Science

Experienced

Mentorship

Experienced

Hardware Development

Experienced

