

Presenter Bio

Name: Dr. Zeljko Loncaric



Title: Market Intelligence Manager
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Biography:

Dr. Zeljko Loncaric is Market Intelligence Manager Segment Medical and Infrastructure at congatec in Deggendorf, Germany. He joined the company in 2010 and has since been instrumental in positioning congatec as a leading provider of Computer-on-Modules and embedded computing solutions for critical industries such as medical technology, healthcare, and infrastructure.

Prior to joining congatec, Dr. Loncaric held various positions in product management, marketing, and sales marketing at international companies in Germany and Australia. His career has been shaped by a unique combination of technical expertise and market insight, enabling him to translate complex technologies into clear business value for OEMs and ecosystem partners.

Dr. Loncaric holds an MBA in Business Management and a Diplom Engineering degree in Media Technology from the University of Deggendorf. He is also a Bosch-trained electronics technician. He completed his PhD in Business Model Innovation for Technology Enterprises, where he researched strategies for successfully implementing new business models in high-tech industries.

At congatec, Dr. Loncaric is recognized as a Technology Evangelist, frequently presenting at international conferences, webinars, and industry events. His focus areas include AI in medical imaging, embedded edge computing, and modular design strategies. With more than two decades of experience, he combines academic depth with practical industry knowledge, making him a trusted voice at the intersection of technology innovation, market intelligence, and strategic business development.