

Veronica Lancaster is director of standards programs in the Technology & Standards department of the Consumer Electronics Association (CEA)[®], the U.S. trade association representing over 2,000 consumer electronics companies and owning and producing CES[®], the global stage for innovation.

Lancaster is responsible for the development, management and growth of CEA's standards program, which includes oversight of CEA's standards development process, coordination and monitoring standards development projects and promotion of CEA's standards national and international standards development activities. She is active in the identification of additional technologies and services that would benefit from standardization at CEA.

Prior to joining CEA in June 2013, Lancaster worked in various technical standards roles at the Alliance for Telecommunications Industry Solutions (ATIS). Most notably, Lancaster was manager for global standards development for ATIS, responsible for overseeing all aspects of the standardization efforts of nine communications committees addressing a diverse range of topics, such as the establishment of guidelines for common automatic data identification to simplify the receiving, shipping, transportation and tracing of telecommunications products; discussion of numbering issues associated with the North American Numbering Plan; the development of operational guidelines to support network management; the development of standards related to the performance, reliability, and security aspects of communications networks; and the development of standards addressing energy efficiency, environmental impacts, power and protection of telecommunications equipment and environments.

Lancaster proudly served in the U.S. Army from 1989 until honorably discharged in 1994. She comes from a family of strong military service. Her father served in the Air Force, retiring as a Master Sergeant after 23 years of service in 1987. Her brother is currently serving in the U.S. Marine Corps as a Master Sergeant, Infantry Operations Chief. He has deployed on multiple tours of duty to Afghanistan and Iraq, and is continues to actively serve after 22 years.