

Chris Fennig

Case Western Reserve University – Physics Entrepreneurship Program

Nominated by
Edward M. Caner

Current Employer:
Odin Technologies, Inc.

Job Title:
Director of
Professional Services

Chris Fennig is a physicist turned entrepreneur thanks to the PSM program at Case Western Reserve University of Cleveland, OH. He is currently responsible for the Self-Inventorying SMART Container product line at ODIN technologies. Dubbed the “UAV for Logistics,” Mr. Fennig's efforts lay the groundwork for Total Asset Visibility throughout the DoD, which makes US Defense forces more effective and our nation more secure. The solution won the "Outstanding Achievement in RFID Technology" award at RFID Journal Live in April, 2009.

During his career, Mr. Fennig has provided guidance to clients in the United States, Latin America and Europe as they improve existing business processes by integrating RFID technology. Chris is a widely published expert on RFID through ODIN's “Benchmark” series known as the Consumer Reports of RFID.

Mr. Fennig credits much of his high tech success to the interdisciplinary nature of the Case PSM program. He believes that combining technical expertise with business acumen is a unique and powerful approach to developing the next generation of entrepreneurial leadership.