Daniel Lux
Visionary Leader

An innovative CEO and Founder with a proven track record in sales and contract negotiations with large corporates, leading a high performance development team, and bootstrapping a company from startup to IPO.

WORK EXPERIENCE

2006-2024 — **CEO & Co-Founder Seluxit A/S**   18 years, 3 months
Aalborg (DK)

2018-2024 — **Seluxit A/S (SLXIT.CO on Nasdaq)**

- Fronted the successful listing of Seluxit on Nasdaq in Copenhagen, ticker symbol SLXIT.CO
- Manage a team of up to 27
- Sales to European countries, US, Asia and Australia
- Adjust company to new reality under COVID
- Initiate and manage sales cycles and development of deep-tech projects
- Front figure for Investor relations, Strategy & Development
- Delivered 320.000 Smart Meter Radio modules to Germany
- Developed the Wappsto IoT, integration and automation platform
- Developed Seluxit Energy Management and Optimization System (sold to Salling Group, Port of Aalborg, Shell Gas Stations and others)
- Developed Seluxit Educational Technology
  - Wappsto:bit, sold globally, won tenders in Spain
  - eCOP smart plug, energy efficiency for children

2018-2012 — **Seluxit ApS (Growth phase)**

- Organically scaling Seluxit from 5 to 12 people
- Negotiating contracts and implementing projects with large Corporates
  - RWE/innogy:
    - RWE Smarthome protocol and system
    - Lemonbeat protocol stack
    - Radio Modules for Smart Meters
  - Husqvarna:
    - Gardena Smart Garden Protocol
    - Smart Garden IoT platform
    - Smart Garden Gateway
  - Kärcher:
    - ZigBee Gateway for Smart Garden
- Successful implementation of complex IoT projects
- Inventor of 5 patents, EU seal of excellence, 2 Gazelle (Danish growth) awards

Personal Info

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SKILLS

Leadership
Innovation
People skills
Languages & Cultural differences
Project Management
Client Relations
Deep Tech development
Software: Security, IoT, AI, Wireless
Goal Setting

SKILLS

Skill	Rating	Level
Programming C, Assembler, Java, …	●●●●●	Excellent
Communication (write & present)	●●●●●	Excellent
Leadership	●●●●●	Excellent

LANGUAGES

Language	Rating	Level
German	●●●●●	Native
English	●●●●●	Excellent
Danish	●●●●●	Excellent
Dutch	●●●●○	Good
French	●●●○○	Intermediate

Daniel Lux

🏢 WORK EXPERIENCE

2006-2012

Seluxit ApS (Startup phase)

Aalborg (DK)

- Founding Seluxit and grow from 2 to 5 people
- Successfully receive more than € 1 million in EU funding:
  - ENCOURAGE, INTREPID, ARROWHEAD, CASSTING, CASEK
- Pioneering Internet of Things and Wireless smart home
- First Z-Wave Gateway and Cloud solution
- Customers in Denmark, Germany, Belgium, The Netherlands and UK
- Development of Smart Home CO_2 sensors, Ventilation Controls, Smart Plugs, Electricity meter readout devices, and more
- Energy efficiency solutions

2003-2006

Software Manager Liab ApS   3 years

Støvring (DK)

- Managing Software development department of 5 people
- Develop embedded Linux applications and Kernel drivers
- Project management
- Coordinating, planning and customer expectation management
- Architect for Smart Farm solution of Skov A/S Communication Gateway

2000-2003

Software Developer LH Agro   3 years

Aabybro (DK)

- Develop embedded Linux software
- Take part in ISO standardization (ISO11783), represent Denmark in ISO committee
- Support Sales
- Create synergies in Spraying Systems Co. daughter companies in DK, BE, and US
- Coordinate ISO standard development & implementation in internal projects

1999-2000

Researcher KPN Research   1 year, 2 months

Groningen (NL)

- Benchmarking Very Large Databases (Oracle, DB2,...)
- Billing systems for Telco operators
- Innovation projects

🏢 BOARD EXPERIENCE

2020-2022

Board member Energy Cluster Denmark   2 years, 1 month

Aalborg (DK)

- Hiring of CEO
- Participating in merger of multiple Energy clusters
- Representing SME companies in Cluster

2019-2021

Board member BrainsBusiness (IT cluster)   2 years, 7 months

Aalborg (DK)

- Planning of projects in IT knowledge sharing
- Collaboration between businesses, Universities and public sector
- Planning the merger of multiple IT clusters

2019-2020

Board member House of Energy (Energy cluster)   1 year, 2 months

Aalborg (DK)

- Preparing the merger of 3 clusters into 1
- Representing SME companies in cluster

Daniel Lux

Education

1992-1999

University of Groningen
Groningen (NL)

Master in Computer Science (Major in Artificial Intelligence)

1986-1990

European School Uccle
Brussels (BE)

Baccalaureat

PUBLICATIONS

Books (Author)

2021

Atmosphere, CO2 on my mind, How Climate Change affects your body
- Introduced during COP26 in Glasgow
- Presented to Queen Maxima (NL), and Crown Princess Mary (DK)
- Sold to over 30 countries

2024

Smart Homes, Technologie - Gestaltung - Umsetzung - Trends
- Chapters on Energy Management Systems, and Vision and Future lookout

Papers

2008 - present

- The Timed Decentralised Label Model
- The ENCOURAGE ICT architecture for heterogeneous smart grids, Eurocon 2013
- A Reality Check on Home Automation Technologies, Journal of green engineering
- Lemonbeat Application layer protocol

Presentations and Speeches

2018 - present

- Millionærklubben Sommer: Kom tættere på Seluxit (Danish)
- Proinvestors Helge Larsen taler med Seluxit CEO Daniel Lux (Danish)
- Daniel Lux | Seluxit - 3 Ways IoT Supports the Circular Economy
- Daniel Lux, and Kontinent Film & TV present "TECHNOLOGIES TO COMBAT THE CO2 IMPACT"
- Digital Tech Summit, Cyber risks of the green transition: How do we secure the connected grid?
- TechBBQ and Nasdaq Panel, pros and cons of early-stage IPOs
- Energy Speaks Back By Paul Webb, Episode No. 147 - Daniel Lux (Denmark) IoT and AI
- Digital Tech Summit, How to survive catastrophes

PATENTS

2006 - present

- Home automation control system and a method for controlling a home automation system EU EP2629458
- Verfahren zur Übertragung von Daten an einen Empfänger EU EP2629489
- Method and device for the energy-saving communication in building automation EU WO2012084318
- Method and device for controlling a home automation system EU WO201108890
- Elektronisk apparat for automatisk sluk af standby forbrug DK DK200601240