

By Daniel Aitken, Board Member and Vice President of Global Marketing and Communication at LeddarTech, an automotive software company.



In an era of unprecedented technological advancement, tech companies are challenged with building groundbreaking products and conveying their value in a way that resonates with audiences. Having spent nearly thirty years in marketing and communications, most of which working with pioneering tech firms across the globe, I've seen firsthand how storytelling can be the bridge that connects complex technology to the people who use it.

At first glance, the technical intricacies of autonomous driving, AI, or payment processing systems may not seem like the foundation for a compelling story. However, storytelling allows us to humanize these technologies, making them clear, relevant, and emotionally resonant. From my experience managing marketing and investor relations for companies like LeddarTech, I know that successful campaigns simplify complex ideas into relatable narratives, helping customers understand not only what a product does but also how it solves real-world problems.

I have always believed that we must tell our stories to appeal to the business side of a customer and their emotional side. It is essential that customers feel confident in your product and that it meets the technical expectations they require, but for the purpose of this article, I will also make a case for appealing to the often-overlooked emotional side that affects their decision-making.



### **Why Tech Companies Struggle with Messaging**

Tech companies often struggle with messaging because they're deeply passionate about their innovations. This enthusiasm can sometimes lead to jargon-heavy communication focused on specs rather than benefits, alienating non-technical stakeholders. While tech-savvy audiences may appreciate the nuances, most customers and investors need accessible, human-centered messaging to truly understand a product's value.

From my work across diverse industries—from tech to financial and not-for-profit sectors—I've learned that every product has a story, and even the most complex solutions can be made relatable. For instance, at LeddarTech, we communicate our ADAS technology through the lens of specifications, and we also position it as a solution that enhances safety, reliability, and connectivity on the roads. By framing our messaging around how the technology helps rather than just how it works, we created a narrative that felt accessible and meaningful to a broader audience.

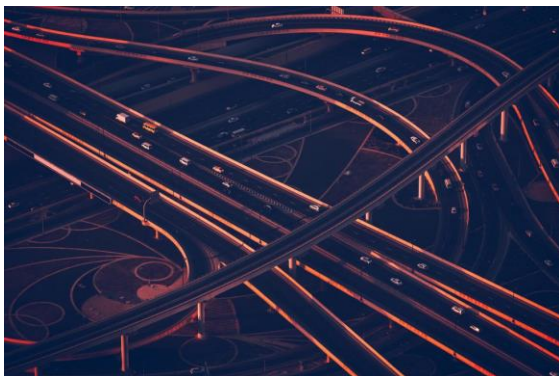
## **Storytelling as a Bridge Between Tech and People**

Another example from my time with companies in Germany and California involved developing customer-focused stories that placed user experiences at the forefront. Rather than detailing complex scientific elements, we showcased how our products enhanced everyday technology, from improving car safety to boosting energy efficiency in industrial applications. Effective storytelling shifts from a product-centric narrative to a customer-centric one—showing how technology translates into meaningful, tangible benefits.

## **The Power of a Unified, Human-Centric Brand**

In tech, it's easy to get lost in technical details and forget the people behind the products. Yet every successful brand I've worked with recognizes that true strength lies not only in what it makes but also in why it matters. Positioning technology as a means to improve lives elevates a brand to one that is relatable, trusted, and admired.

At the intersection of technology and storytelling, brands transform from cold, technical entities into accessible, human-centered organizations. For tech companies looking to engage deeply with their audiences, storytelling is as vital as technology. It's the difference between a product that impresses and a brand that inspires.



*Daniel is a World Future Awards board member and an award-winning marketing and business professional with nearly 30 years of experience across diverse industries, including not-for-profit, fashion, financial, and technology. A serial entrepreneur and respected tech executive, he has held leadership roles globally in countries like Canada, the United States, the United Kingdom, Germany, and Mexico. Now based in Mexico, he manages marketing and investor relations for LeddarTech, a leader in advanced driver assistance and autonomous driving technology.*