Lawrie Jordan is Director of Imagery for Esri, as well as Special Assistant to Jack Dangermond, President of Esri. In this capacity, he serves as an advocate for successful applications of all forms of imagery within the GIS enterprise, including environmental, civil, defense and intelligence community solutions.

Mr. Jordan has over 30 years of experience as a leader in the field of image processing and remote sensing, including a long standing strategic partnership with Esri. He has been an advisor to numerous government organizations on current and future trends involving imagery and satellite programs. His background education is in Landscape Architecture, with degrees from The University of Georgia and Harvard University.

“The Future is an Intelligent 3D Image”

Join Lawrie Jordan, Esri’s Director of Imagery, as he shares his vision of how organizations can take their multi-sensor point cloud information beyond 3D and into 4D and the nth-dimension. Ever-expanding data collection platforms include satellites, aircraft, unmanned aerial vehicles (UAVs), and robots. Cloud technology equips organizations to respond to sudden surges in demand for information in the event of natural or manmade disasters. These advances provide more accurate data that can be combined with other forms of geospatial information including base maps, operational layers, and 3D models. All of this means better decisions to help manage the world around us.