

## **Marco Micheletti**

### **Pike Product Services**

Marco Micheletti is the founder of Pike Product Services and is a recognized industry expert in product development, supply chain strategy and manufacturing operations. He graduated as a mechanical engineer from the University of Washington and his career includes working with, and advising, local startups, and global brands including Aerojet, General Dynamics, Microsoft, Cranium, Nike, and Valve Software. He has spent over 22 years leading teams in developing and launching some of the most complex and high-profile consumer electronic products to come out of the Pacific Northwest.

Marco has had the unique experience of designing satellite propulsion systems, launching and producing tens of millions of Xbox game consoles from three continents, developing groundbreaking wearable fitness devices for Nike utilizing novel components and manufacturing processes, enabling strategic hardware ecosystems, and building, from the ground up, automated manufacturing operations for Valve VR products.

Pike Product Services is Marco's consulting entity in which he engages and seeks out innovative product development opportunities that feed his passion for working with new technologies, creating next generation products, and developing strong industry connections between global and local partners. He believes we have a tremendous opportunity to create and play an integral part in building an ecosystem supporting the AR/VR industries with our proximity to industry leaders. His vision is to help inspire and build the next generation of manufacturing capability in the Pacific Northwest.