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As the manager and first employee of Wyoming SBDC Network's Market Research Center, Mike has built an incredible information resource for Wyoming businesses and economic development organizations. The program specializes in providing any Wyoming business with advanced competitive intelligence and marketing information that typically is only available to large corporations. Mike's expertise also includes marketing, product management and development, international trade and export. Before coming to the Wyoming SBDC Network, Mike spent 13 years at Waterpik Technologies, ending as their Director of International Marketing. Holding an MBA from UW, Mike has a strong familial link to Wyoming, in addition to having worked for both Unicover in Cheyenne and the Wyoming Department of Revenue.