

## Contact

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## Top Skills

Marketing  
Sales  
Business Development

# Pete Johnson

VP, Strategic Business & Corporate Development at zSpace 3D  
Madison, Wisconsin, United States

## Summary

Pete has over two decades of executive and leadership roles in product, operations, sales, marketing and business development. Pete joined zSpace over 8 years ago and has helped to grow from zero revenue to being named one of Inc 500 fastest growing companies two years in a row and Time's Most Innovative Products of 2019 by leading business development.

Pete has experience in several industries and companies ranging from early-stage through growth stages as well as global corporations, demonstrating the ability to adapt to rapidly changing environments.

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## Experience

### zSpace 3D

VP, Strategic Business & Corporate Development  
March 2012 - Present (12 years 5 months)  
Madison, Silicon Valley

Manage business and corporate development by building partnerships, growing the zSpace eco-system and mergers and acquisitions.

zSpace is a leading-edge technology provider that delivers the ultimate virtual reality learning experience with its flagship product, zSpace®. Focused on STEM education, zSpace is engaging, collaborative and has been used by hundreds of thousands of students. The zSpace interface is intuitive, accessible and easy to use, unlocking the power of virtual reality through improving student outcomes. zSpace was named "Cool Vendor" by Gartner, Inc. and awarded "Best New Product" by Tech and Learning Magazine. zSpace is a privately held, venture backed company located in Sunnyvale, California, and has filed more than 30 patents for its innovative technologies. For more information, visit [www.zspace.com](http://www.zspace.com), or follow on Twitter @zSpace.

## Pivotal Healthcare

**Co-Founder**

October 2020 - Present (3 years 10 months)

Madison, Wisconsin, United States

Pivotal Health is a tech-enable platform delivering high quality healthcare directly to your home, work or wherever is convenient to you. We work with all major insurance companies and provide urgent, primary and mental health care with transparent pricing.

**FestBuddy****Co-Founder**

July 2010 - Present (14 years 1 month)

Madison, Wisconsin Area

FestBuddy is a complete solution to planning and running your festival, including attendee mobile apps.

**5Elements, Inc.****Founder & President**

May 2008 - Present (16 years 3 months)

Manage a consulting firm specializing in marketing, sales, operations, hardware and software development.

**Sonoplot****Director / President**

October 2006 - Present (17 years 10 months)

CEO from 2007 - 2009, Director on the Board and President

**Perceptual Labs****Co-Founder**

July 2017 - December 2021 (4 years 6 months)

Madison, Wisconsin Area

Perceptual Labs developed a real-time object detection technology using convolutional neural networks optimized for mobile and embedded applications such as security, medical, agriculture, augmented reality and industrial applications.

**Exar Corporation****Head of Product Marketing**

November 2009 - March 2012 (2 years 5 months)

Freement, CA; Madison, WI

Ran product (hardware and software) for new product line of programmable power PowerXR. Oversaw all aspects of product management, product marketing and marketing from development through launch and growth stages.

**Atalgo**

**EVP Business Development & Marketing**  
September 2007 - May 2009 (1 year 9 months)

Oversaw product and strategy for novel video compression and delivery software for mobile applications. Found and managed the company's first customer engagements.

**Xpedion Design Systems (acquired by Agilent)**

**Director of Worldwide Marketing**  
October 2003 - September 2007 (4 years)  
Fremont, CA

**OCA Ventures**

**Associate**  
March 2002 - June 2002 (4 months)  
Chicago, IL

Selected as part of Private Equity lab program. Assisted in due diligence, screening, deal sourcing and strategy.

**Sarvega (acquired by Intel)**

**Marketing Consultant**  
October 2001 - May 2002 (8 months)  
Chicago, IL

Developed marketing and product marketing strategy.

**TeleSoft Partners**

**Associate**  
2002 - 2002 (less than a year)  
Foster City, CA

Selected as Kaufman Foundation intern. Summer Associate - internship in between 1st and 2nd year of business school.

**Escalade (Purchased by Mentor Graphics)**

**Manager, Central United States**  
November 1998 - May 2000 (1 year 7 months)  
Managed operations in the central US.

LSI Logic  
Field Sales Engineer  
January 1995 - November 1998 (3 years 11 months)  
Held various engineering, marketing and sales roles.

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## Education

The University of Chicago - Booth School of Business  
MBA, Entrepreneurship/Entrepreneurial Studies · (2001 - 2003)

University of Wisconsin-Madison  
BSECE, Electrical & Computer Engineering · (1991 - 1995)