



MIKE PELL

Initiator
DISC Type : Di

Author - "Visualizing Business" at Futuristic Design, Inc.
New York City Metropolitan Area, United States

Overview

Mike Pell is the Director of The Microsoft Garage in NYC, known for inventing PDF and Acrobat at Adobe. A world-class designer and author of three books, he disrupts the thinking of top companies like JPMorgan and Nasdaq, focusing on AI, data visualization, and spatial computing. People often describe him as bold, insightful, and an inspirational leader.

As a kid, Mike was passionate about drawing, painting, and making things, alongside a love for science fiction, music, and motorsports. This blend of art and technology has defined his career. He finds joy in collaborating with people and helping students see a bright path for themselves in the tech industry beyond just coding.

Unique fact: In 1990, he invented Adobe Acrobat and the PDF format in a matter of days to bridge the divide between Apple and Microsoft.

👉 Personality Overview

Friendly Challenger

Impact-Oriented

Confident

They measure a product on its merit but can be influenced by strong testimonials. They usually prefer to drive the conversation. They don't mind taking a stand if they believe in something.

👉 Topics They Care About

Disruptive Innovation

His primary role at Microsoft Garage is to disrupt the thinking and business models of the world's top companies to help them innovate and leap forward.

AI-driven Communication

Author of "The Age of Smart Information," he explores how AI and spatial computing are fundamentally transforming how we communicate and understand complex data.

Business Visualization

His latest book, "Visualizing Business," focuses on using AI and data visualization to see and understand the invisible, dynamic nature of global business operations.

Spatial Computing

A key theme in his work and books like "Envisioning Holograms," focusing on designing breakthrough experiences for mixed reality and the metaverse.

Mentoring Students

He expresses great satisfaction in inspiring students at events for institutions like Carnegie Mellon, showing them the diverse career possibilities within the tech industry.

Human Ingenuity

A core belief he shared in his TEDx talk is that the greatest inventions are not due to technology itself, but are powered by human creativity and resilience.

Arizona Wildcats

[Predicted] Based on his Systems Engineering education at the University of Arizona.



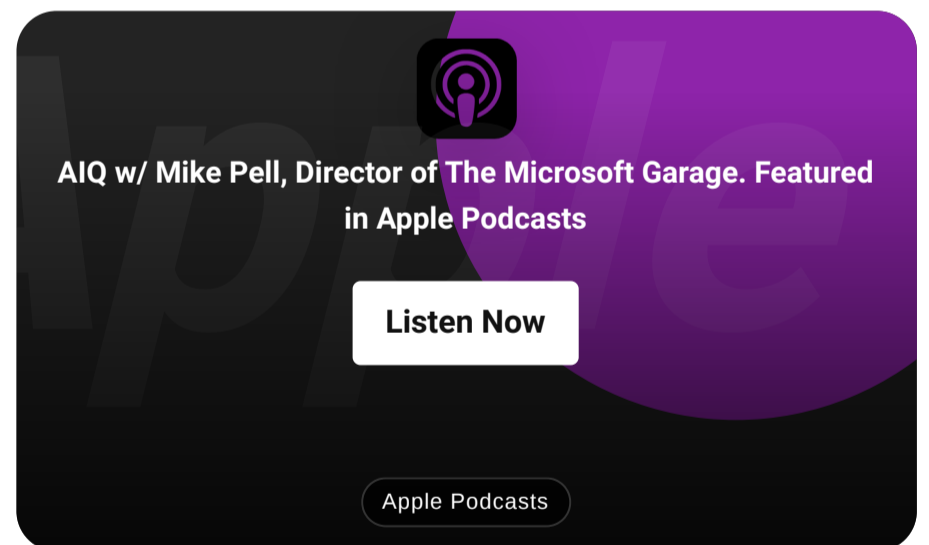
Media Appearances



Visualizing Business – Microsoft Garage Director Mike Pell.
Featured in Apple Podcasts

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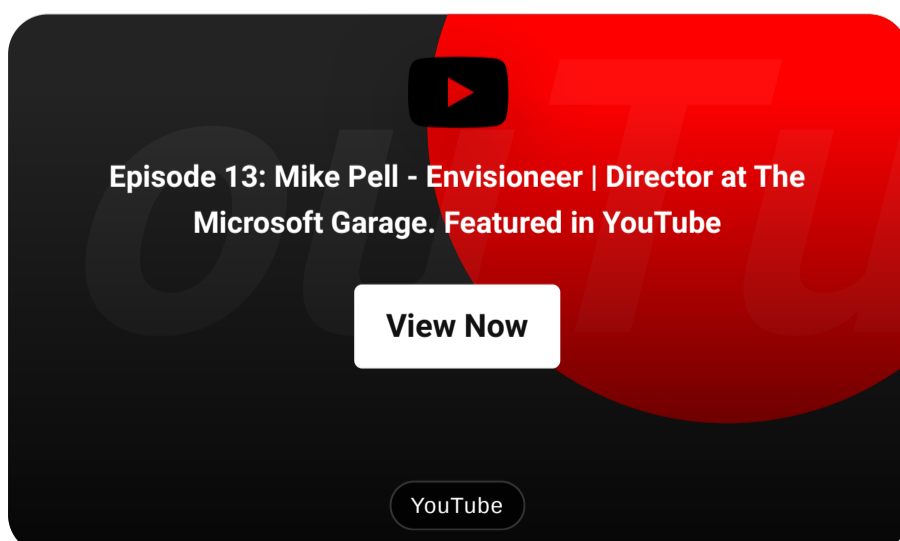
Apple Podcasts



AIQ w/ Mike Pell, Director of The Microsoft Garage. Featured
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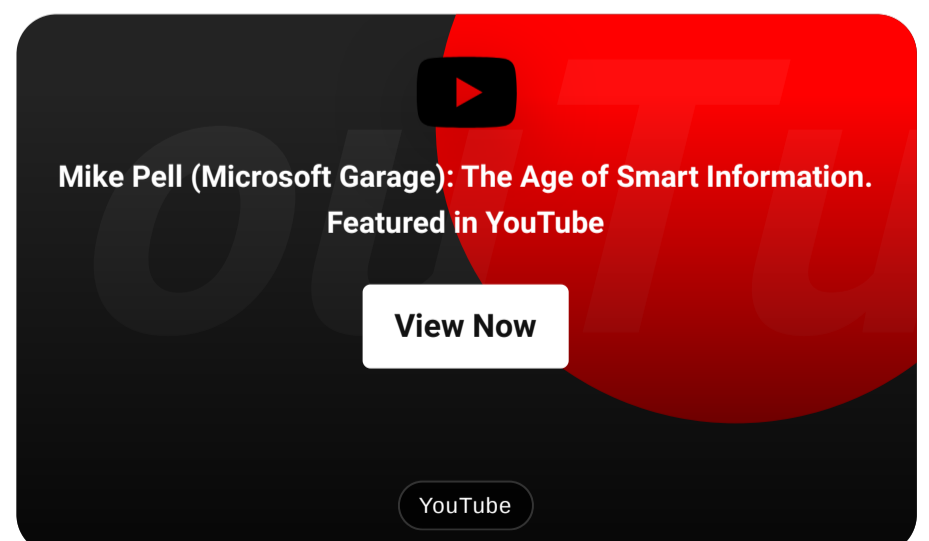
Apple Podcasts



Episode 13: Mike Pell - Envisioneer | Director at The
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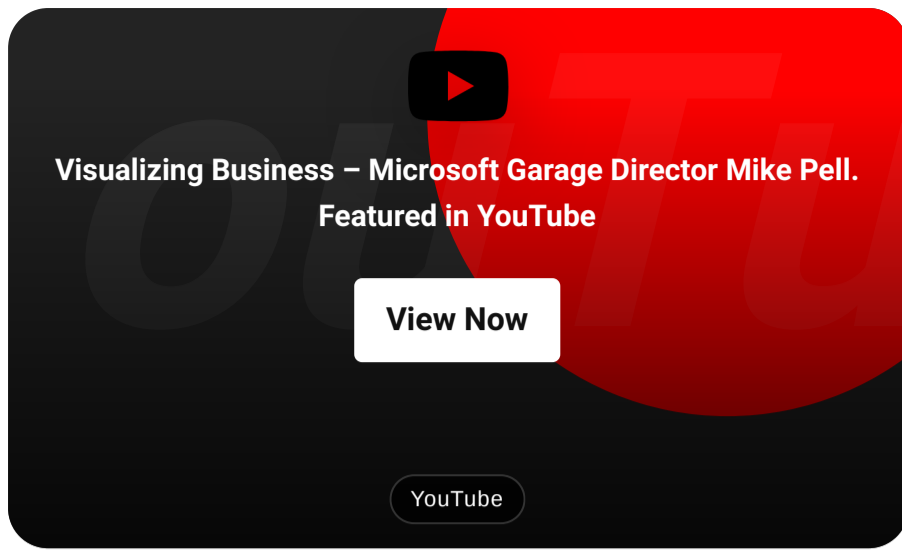
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Mike Pell (Microsoft Garage): The Age of Smart Information.
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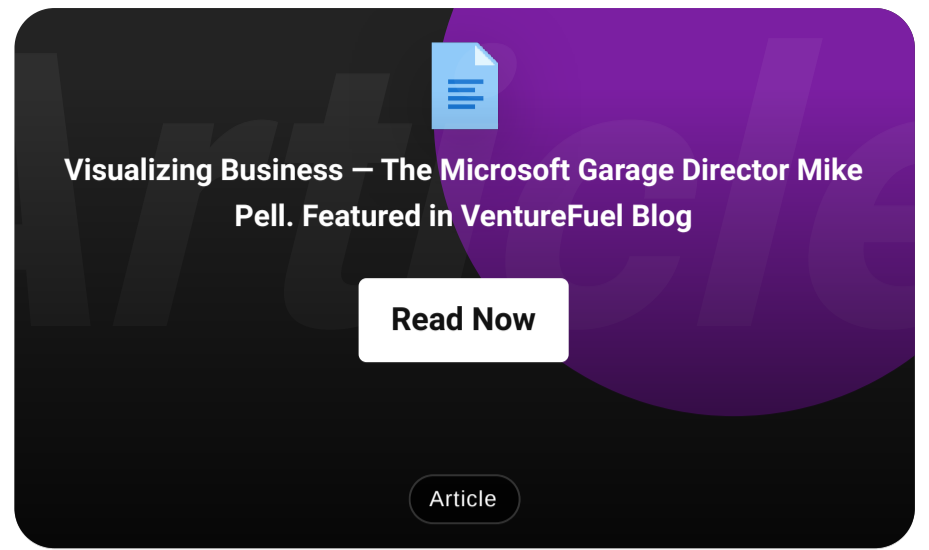
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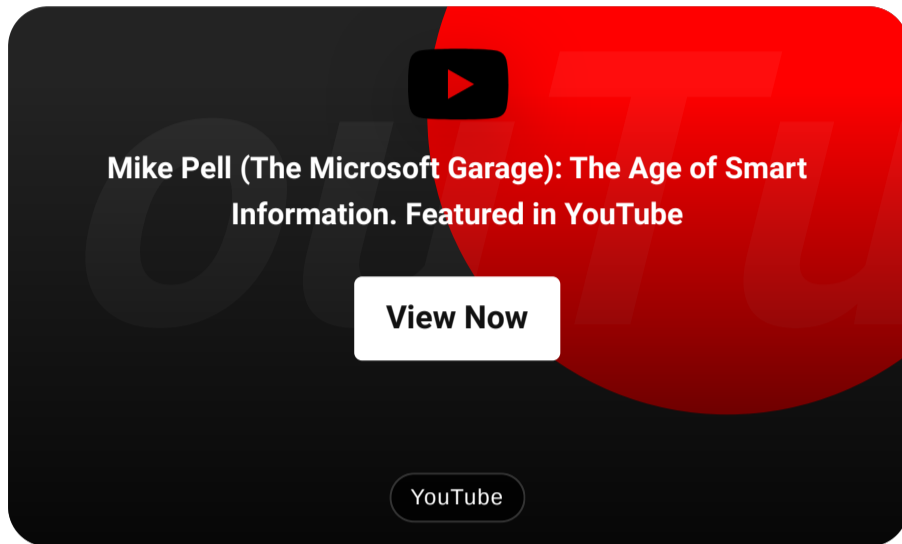
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Visualizing Business – The Microsoft Garage Director Mike Pell. Featured in VentureFuel Blog

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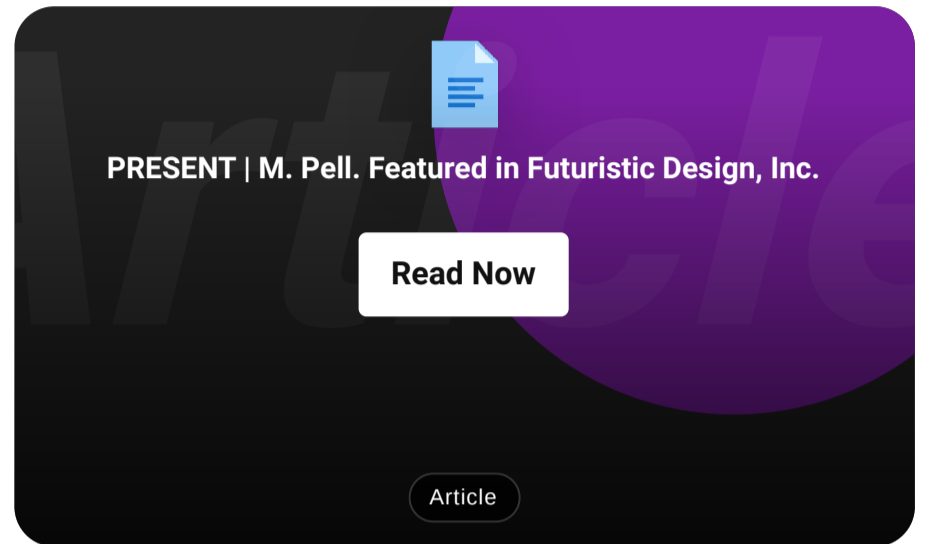
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Mike Pell (The Microsoft Garage): The Age of Smart Information. Featured in YouTube

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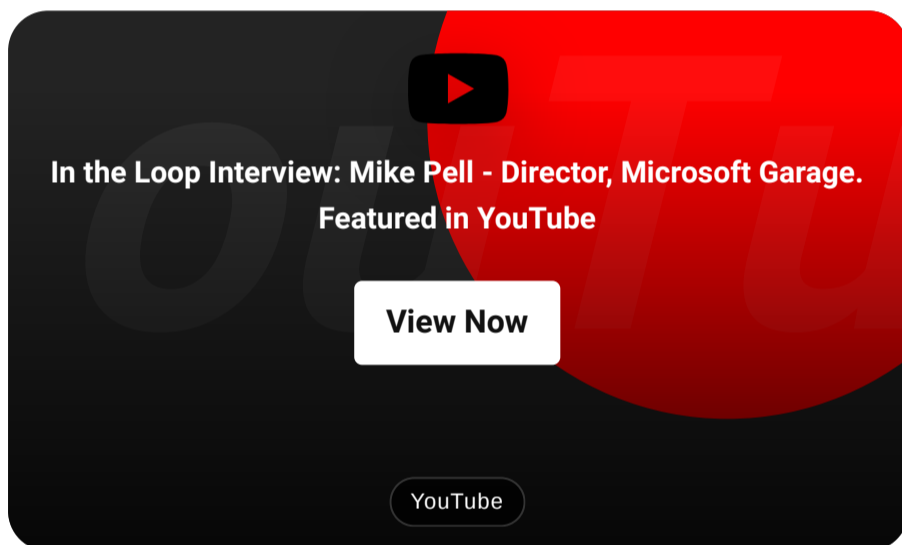
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PRESENT | M. Pell. Featured in Futuristic Design, Inc.

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Article



In the Loop Interview: Mike Pell - Director, Microsoft Garage. Featured in YouTube

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Work History

- 10-2023
Author - "Visualizing Business" at Futuristic Design, Inc.
- 2-2019
Author - "The Age of Smart Information" - How AI and Spatial will transform communication forever at Futuristic Design, Inc.
- 6-2017
Author - "Envisioning Holograms" - Design Breakthrough Experiences for Mixed Reality at Apress
- 12-2001
Envisioneer [Senior Director, The Microsoft Garage - NYC] at Microsoft
- 12-2000 - 10-2001
Sr. Director Enterprise Dev at WildTangent, Inc.

Education

- 1981 - 1985
Systems Engineering from University of Arizona

More Information

Social Presence :



Prographics :

Exp : 40 Location : New York City Metropolitan Area, United States Job Level : Senior

Designation : Author - "Visualizing Business" at Futuristic Design, Inc.

Insights For Selling To Mike

👉 During A Call Or A Meeting

DO's

- Acknowledge their status and position during the conversation
- Clearly address the competitive aspects
- Get them to a point where they are ready to bat for your product internally

DONT's

- Avoid focusing only on the product or its ROI, keep building trust subtly
- Don't be too verbose or overly friendly; a little bit, however, is fine
- Don't be very informal even if they are being so themselves

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Mike, this is [user_fname] at [user_companynamewordstwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Mike is

- *Belief in the value of the product, relationship and a sense of accomplishment matter the most.*

Will you ever get a clear answer from Mike

- *They are not shy of saying no if they do not develop trust in your product.*

Insights For Deal Planning

How Fast (Or Slow) Will Mike Move?

- *If they develop confidence in your product and you, then they can make fast decisions.*

Can Mike Take Some Risk Or Not?

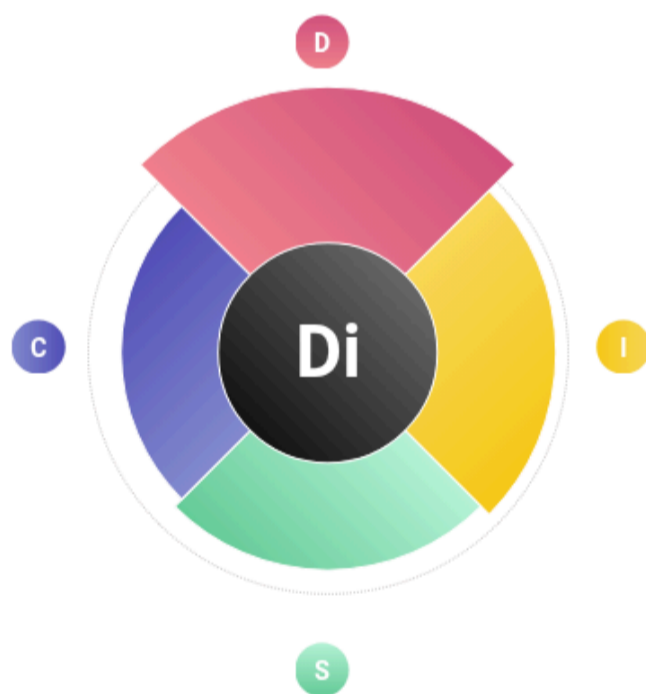
- *If necessary, they have the ability to take risky decisions.*

You And Mike

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Mike's Key Traits



DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.