

International Business Veteran Michael Jellen Named President of Velodyne Acoustics

Former Danaher Executive Brings Focus on Growth, Customer Satisfaction and Continuous Process Improvement, Along with Extensive Experience in North America, Europe and Asia

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Technology innovator [Velodyne Acoustics, Inc.](#) today named Michael Jellen, a seasoned industrial automation executive with extensive global and domain experience, President & Chief Operating Officer of the company.

Jellen will assume day-to-day management of Velodyne, with an emphasis on [Velodyne LiDAR](#), enabling founder and CEO David Hall to focus on new products, next generation innovations and technical consulting.

"Mike's background in sales and marketing attests to his deep understanding of customer requirements," Hall said. "Also, his attention to rigorous business process improvement will help accelerate Velodyne to the next level, from a market leading innovator with recognized customers worldwide, to a sophisticated organization known for industry-leading business practices."

Jellen served most recently as Vice President of Adept Technology, Pleasanton, Calif., a leader in robotics and vision technology. Prior to Adept, Jellen worked 10 years with Danaher Corporation in successive roles of increasing responsibility, including Vice President & General Manager, Vehicle Systems Business in Stockholm, Sweden. As GM, Jellen oversaw a \$100 million business with sales, marketing, R&D and operations in the U.S., the European Union and China. Earlier posts within Danaher included Vice President, Asia; Vice President, Strategic Accounts and Controls; and General Manager, Technology Business.

Prior to Danaher, Jellen served as Director of Sales at Motion Engineering Inc., Santa Barbara, California. He began his career at Seagate Technology in Silicon Valley, where he worked in software development of robotic systems, among other positions.

Jellen earned a BSEE in electrical engineering from Marquette University and an MBA from Boston University.

About Velodyne Acoustics

Founded in 1983 and based in California's Silicon Valley, Velodyne Acoustics is a diversified technology company known worldwide for its high-performance audio equipment and real-time 3D LiDAR sensors. The company is widely recognized as the leading manufacturer of high-performance, low-distortion, powered subwoofers and an expanding line of technically innovative in-ear and over-ear audio products, which include interchangeable, custom-designed skins that enable audiophiles to personalize the look of their headphones. Velodyne products are available online at <http://www.velodyne.com> and from a select group of authorized dealers, custom installers and distributors worldwide. Since 2007, Velodyne's LiDAR division has emerged as a leading developer, manufacturer and supplier of real-time LiDAR sensor technology used in a variety of commercial applications including autonomous vehicles, vehicle safety systems, 3D mobile mapping, 3D aerial mapping and security. For more information, visit <http://www.velodynelidar.com>. For the latest information on new products and to receive Velodyne's newsletter, [register here](#).



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