





**Nikola Mrvaljevic**  
Co-Founder & CEO at Strive Tech  
Greater Seattle Area

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 **Strive Tech**  
 **University of Washington**  
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 **500+ connections**

## Activity

554 followers

Let's say you love sports, and let's say you love hardware and firmware development.  
And let's assume for a second that there is a job where you can use your engineering...

Nikola shared this  
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## Experience



### Co-Founder & CEO

Strive Tech

Jun 2017 – Present · 1 yr 4 mos

Greater Seattle Area

Empowering Human Performance!



### Fluke Corporation

7 yrs 3 mos

- Senior Product Innovation Manager

Dec 2014 – Jun 2017 · 2 yrs 7 mos

Greater Seattle Area

- Product Manager for SaaS software within the IoT division.
- Analyze strategic markets for potential acquisition targets as part of the M&A process.
- Discover new growth opportunities in adjacent industries on a global scale by thoroughly analyzing customers and markets data, leading into product definition, developmen... [See more](#)

- Product Innovation Manager

Jun 2012 – Dec 2014 · 2 yrs 7 mos

Greater Seattle Area

- Developing new products (hardware and software) utilizing:
  - \* Quantitative and qualitative market/customer research tools
  - \* Technology knowledge and customer's workflow and process understanding
  - \* Technical background in hardware and software design/development... [See more](#)

[Show 1 more role](#) 

**Design Engineer Intern**

Bay Computer Associates

May 2009 – Sep 2009 · 5 mos

Cranston, Rhode Island

- Designed a motor controller for electric vehicles.

**Undergraduate/Graduate Researcher**

University of Rhode Island

May 2006 – Sep 2009 · 3 yrs 5 mos

Kingston, Rhode Island

- Developed an algorithm and circuit for utilizing human muscle potential (EMG) to manipulate remote-controlled units.

- Designed and developed both EMG and ECG monitors for hospital environment.

- Designed a signal processing system for Brain-Computer Interface (EEG).... See more

**Design Engineer Intern**

AstroNova (formerly Astro-Med, Inc.)

Dec 2008 – Feb 2009 · 3 mos

Warwick, Rhode Island

- Worked on a power conversion circuit for printers in the Ruggedized Product Branch for both Boeing and Airbus airplanes.

[Show 1 more experience](#) ▾**Education****University of Washington**

Master of Business Administration (M.B.A.)

2013 – 2015

**University of Washington**

Certificate, Business Development

2010 – 2011

**University of Rhode Island**

Master's Degree, Electrical Engineering

2008 – 2009

Activities and Societies: URI Assistive Technology Lab, Biomedical Engineering

Society

[Show 2 more education](#) ▾**Skills & Endorsements****Product Development** · 31

Endorsed by 7 of Nikola's colleagues at Fluke Corporation



Endorsed by 6 people who know Product Development

**Management** · 24

Endorsed by 5 of Nikola's colleagues at Fluke Corporation

**Product Management** · 23

Endorsed by John Martin and 1 other who is highly skilled at this



Endorsed by 7 of Nikola's colleagues at Fluke Corporation

[Show more](#) 

## Recommendations

[Received \(1\)](#)[Given \(2\)](#)**Ashwin Muralidharan**Product Manager at  
AmazonNovember 10, 2015, Nikola  
worked with Ashwin in the same  
group

Incredibly bright and personable is what comes to mind when I think about Nikola. I have had the pleasure of working with Nikola on strategy, and business development projects for Fluke. I have been particularly impressed with Nikola's ability to distill complex problems into meaningful customer insights and ultimately into new products driving growth for Fluke. Nikola is an incredibly passionate and cheerful personality, even in the most stressful situations he remains positive and confident. Ultimately he is a pleasure to work with and I believe he would be an asset to any organization.

## Accomplishments

### 4 Patents

An electronic calibration and measurement device with digital checklist • Communicator with profiles • Profiles for streamlining calibration test • Wireless Transmitter Network Analysis Tool

### 3 Publications

Comparison between Speaker Independent and Speaker Dependent Mode for Voice Recognition  
• Controlling of Electromechanical Devices by Use of Electromyogram • Microprocessor Based Algorithms for Controlling Electromyogram-Driven Devices

