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Co-Founder  
*Murfi*e

**What is your favorite Madison/campus memory?**
I have fond memories spending time down at the sailing club as a member of the sailing team. There is something quite memorable about racing around on Lake Mendota on a fall day when the water is still warm, a cool breeze is blowing off the lake, and fall is in the air.

**What has helped you achieve success in your career?**
Being creative and seeing the world a bit differently. It has always been a bit difficult for me to accept the status quo. I try to think creatively about the different ideas, products, and services that are a source of discontent in order to solve a problem.

**Outside of class, what experiences did you find most meaningful?**
Other than meeting my wife, Innovation Days and the Schoofs Prize for Creativity provided me an outlet to explore and innovate with new technologies. This sort of innovation was not taking place in the classroom and I found it to be incredibly worthwhile and transformative.

**What excites you about the future of Engineering?**
It is exciting and scary at the same time. The pace at which technology is changing is incredible. The changes in PCs, software, and even in artificial intelligence, are changing the world faster than ever before.

**Besides engineering, do you have another passion you have pursued or would have liked to pursue given the time?**
My wife and I enjoy sailing on Lake Michigan and in the Caribbean. I also enjoy sailboat racing.

**Who was an influential peer/professor from your time at UW-Madison?**
A professor from the Wisconsin School of Business named Joe Boucher. I was introduced to Joe when I was a student working on my turbo tap idea. He took an interest in helping undergrads who were working to start their own companies. He was passionate about entrepreneurs.

**What are you most proud of in life? What is your greatest achievement?**
I am most proud of my family. I have an amazing wife, and two healthy and beautiful children. I could not ask for anything more. As an engineer though, I like to build products that get used by many people, and I have had the opportunity to do this multiple times.

**What would be your advice to current students? What do you wish you had known?**
I like to say that no one will have more passion for your own ideas than you. Follow those passions. Also, like many who are admitted to UW, I came to campus as one of the top student from my high school. While maintaining academic excellence is important, what is possibly more important will be the people you meet and the relationships you build along the way. Be sure to set your priorities correctly.