



Mike Bailey
Chief Executive Officer,
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Mike Bailey is Co-Founder of Ximmerse, a leading Augmented Reality technology company based in Shenzhen, China. Ximmerse partners with tech giants worldwide.

Previously, Mike led innovation at Amazon Web Services (AWS), where he developed forward-looking cloud-based technologies for the media and entertainment industries.

Prior to AWS, Mike spent 10 years at Qualcomm, leading worldwide business development for their computer vision business unit. In this role, he negotiated deals with Fortune 100 brands, entertainment companies, digital agencies, and top technology companies globally, enabling immersive mobile experiences. A founding member of Qualcomm Labs, Mike also served as VP of Programming for Qualcomm's mobile television subsidiary.

Earlier in his career, Mike was VP of Business Development at Motorola.

A San Diego native, Mike holds a B.A. in Telecommunications & Film from San Diego State University and an MBA from the University of San Diego. During his time at SDSU, he was a member of Lambda Chi Alpha fraternity. In his free time, Mike enjoys basketball, fitness, and spending time with his family.