

John W. Mitchell



A graduate of Brigham Young University (BYU), Mr. Mitchell received his Bachelors of Science in Electrical and Computer Engineering. At BYU, he served as the Golden Key Chapter Treasurer and then as Chapter President. Mr. Mitchell later earned a Master's degree in Business Administration from the Pepperdine Graziadio School of Business and Management executive program.

Mr. Mitchell began his engineering career at General Electric in the aerospace industry. He engineered redundant "fly-by-wire" systems and software code generation programs.

He joined Alpine Electronics in 1992 and became a founding member of its research company in 1994. This team introduced navigation (GPS) systems to the US market launching initially in Acura vehicles. He filled several roles in his 11-year tenure at Alpine including Manager of Software Engineering, Director of IT, and then Head of Strategy. He received the President's Award in 2002 for re-establishing a JD Power #1 rating for their navigation systems while utilizing 5% of the proposed budget.

In 2003, Mr. Mitchell was recruited to the Bose Corporation where he acted as director and a general manager of a new product division for the company. This effort was the largest product development initiative ever undertaken by Bose. He was responsible for strategic management, full-cycle product development, analyzing new businesses and alliances, and international business with automotive customer and supplier executives. Mr. Mitchell managed complex sales, engineering, HR, legal, marketing, financial and operational issues for this new division. The team launched its "Bose Media System" at the 2007 Geneva International Auto Show and received the International Telematics Update Product Award that same year.

He was a speaker at SAE's Digital Car Conference and has presented to executives and press around the globe. He served on industry committees including ISO and Navigation User Group committees. Mr. Mitchell holds a US patent for navigation systems and speaks Japanese.

Mr. Mitchell is active in the community in various ways, but nearly always centered on youth programs like Boy Scouts, Venture scouts, church Young Men and Women programs, and YMCA fundraising committees. Mr. Mitchell has been married for over 15 years and has five children; four sons and one daughter.