



**Mike McArdle**  
**Chief Product Officer | LucidDreamVR**

As Co-Founder and Chief Product Officer of Lucid Dream, Mike leads a world-class team of software engineers, 3D artists, and animators. Mike's creative direction blends strategic consulting with experiential design. A seasoned trainer who taught for Apple before diving into VR, Mike has a gift for explaining the technical aspects of bleeding-edge technology with simplicity and clarity. In his spare time, Mike produces electronica, and nurtures a fascination with black holes and cosmology. He lives in Durham, North Carolina with his wife, daughter, and their black lab.

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