

## **Nobuhiro "Nobu" Michishita**

**Nobuhiro (Nobu) Michishita is currently working as a new business development manager at TEXMAC inc. a subsidiary of Itochu Corporation.**

**TEXMAC is distributing complete line of Photovoltaic manufacturing system and Secondary Battery manufacturing system.**

**His mission is to establish new global business relationship between North America and overseas. He is focusing on renewable energy (Photovoltaic, Secondary Battery, Wind Turbine) and clean technology (Biomass, Greenhouse Gas Reduction, Life Science) and meeting new partners everyday to help their business expanding globally.**



**Nobu has spent his 26+ year career as a front-runner in developing new business in the areas of networking, wireless communication, internet infrastructure, medical, clean technology and renewable energy. His experience has been built through technical and business management positions at several global fortune 500 companies and start-up venture companies.**

**Nobu managed one of the earliest installations of an IEEE 802.3 and Ethernet local area network (LAN) projects in Japan. Later, Nobu realized that LANs and the Internet would become the hottest advancement in technology.**

**Nobu, then became one of a founding members of network integration venture company.**

**During this time, he identified the sizable potential of CISCO, a small start-up at that time. His team installed Japan's first CISCO router products and kept acquiring other major Japanese customers.**

**He grew revenues with Cisco products to \$20M from zero within the first 4 years.**

**After relocated from Japan to the United States in 1991, he started international business development activities, with focus on partnerships with competitive U.S. based start-ups. He brought in deal flow flawlessly, managed due-diligence processes, negotiated investment terms, and set up distribution channels in Japan**

**He is the author of more than a dozen technical publications on network protocols, connectivity, and security.**