

# The Peter F. Secchia Breakfast Lecture



GRAND VALLEY  
STATE UNIVERSITY  
SEIDMAN  
COLLEGE OF BUSINESS



**ATOMIC OBJECT**

**Michael Marsiglia**  
Co-CEO

Michael Marsiglia, co-CEO at Atomic Object, partners with [Shawn Crowley](#) to steer the consultancy. Skilled in leveraging technology to tackle business challenges, Michael is a go-to advisor for executives, championing the significance of quality software development and the practices of technical teams to enhance business value.

With a career spanning over two decades in crafting, managing, and selling software development engagements, Michael has successfully grown a thriving 100-person enterprise. This expansion has seen Atomic Object serve a national clientele from its bases in Michigan, Illinois, and North Carolina.

His expertise extends beyond technological innovation to fostering a culture of continuous learning. Michael has been instrumental in developing a talent pipeline within the company, empowering software developers with financial literacy, expanding employee ownership, and refining technical sales processes. These initiatives have helped propel the company past \$160 million in lifetime sales.

As an ambitious leader guided by midwestern pragmatism, Michael's been quoted in the Wall Street Journal and Forbes Magazine, invited as an expert speaker to influence Bank of America clients, named a Purpose-Driven CEO by Purpose Jobs, and listed among the most influential 200 leaders in Grand Rapids, Michigan.