

Meet the Wind-Blox Team

Mike Fajen. CEO

Mike's work as a professional engineer is what drove him to find a solution to the wind noise he encountered on his 13 mile bike commute in Portland, Oregon. His initial discovery and the resulting passion for promoting audible riding has driven the work of Wind-Blox. He has created, tested and championed each step the company has made since its inception.



Adrienne Fajen. Managing Partner

Adrienne's first big project for Wind-Blox was creating and managing the company's successful Kickstarter program in the fall of 2013. Since then she has taken the early designs and turned them into what they are today: two different and effective cycling wind noise reducers. She has been a recreational rider since 1977 and knows that Wind-Blox will make a difference for all cyclists.

Ted Finch. VP of Marketing



Ted has launched over 450 products for over 200 vendors (including Microsoft, HP, Adobe, Intel, Epson, Novel, Autodesk, Citrix, IBM, Western Digital, Sony, Disney, Netscape, and more). He is the former VP Marketing at Harcourt, Sr. VP at Motorola, and a VP at GE. In addition, he helped form Red Storm Entertainment with Tom Clancy, and led the marketing team that published Netscape. Ted was the president of the BYU chapter of the American Society of Mechanical Engineers.

Ted started cycling, both touring and racing in 1973, has cycled throughout much of the United States (recently cycling through the Rockies), within Asian Pacific, taught bike science and repair at two colleges, built high-end custom wheels professionally, is friends with former US Olympic cyclists, and has been the president of four (4) bike clubs. He started working with Wind-Blox after first becoming a happy customer.

Elise Fajen. Manager of Human Resources

Elise has been around since the beginning—brainstorming with Mike when Wind-Blox was a dream. She has participated in the founding of the company and creation of the business plan, and has helped direct the goals of the company. Elise has served the business since the very beginning and now acts as Manager of Human Resources. You might see her if you join the Portland Tweed Ride.