



Press Release

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Mimi Hearing Technologies Hires Maximilian LeRoux as Chief Commercial Officer, Strengthening Company's Senior Executive Leadership

BERLIN, Germany, August 2 2022 – [Mimi Hearing Technologies](#), the global leader in hearing wellbeing, today strengthened its senior leadership team with the appointment of Maximilian LeRoux as Chief Commercial Officer. In his new role, he will take the reins of Mimi's global sales and marketing efforts including go-to-market strategy, brand building, lead generation and customer marketing.

"Maximilian is a growth-focused collaborative leader with deep experience in building and optimizing go-to-market strategies for technology companies. His experience in leading cross-functional marketing and sales teams will be instrumental as we continue to deliver value to our customers and identify growth markets for our products and services," said Philipp Skribanowitz, CEO of Mimi Hearing Technologies. "Maximilian is a valuable asset to our team as we take Mimi to the next level of growth."

LeRoux brings two decades of global B2B and tech sales and marketing leadership experience delivering results for companies at critical points of their growth. Prior to Mimi Hearing Technologies, LeRoux co-founded AINA PTT, a global data communication and telecommunications equipment provider, and as its CEO, he established and built the AINA brand in the professional communications industry and helped secure recognition for AINA as the quality leader in the category. Prior to leaving AINA, he was the company's CCO helping to turn AINA's vision into scalable growth and facilitated partnerships with multi-billion dollar companies. Before AINA, LeRoux held a number of global marketing and business development positions including Dell, Savox and others, living and working in numerous countries including the USA, Brazil, Germany, and Finland.

"Technology has so much potential to revolutionize the way people engage with their devices and experience sound. What drew me to the opportunity at Mimi Hearing Technologies was its position as an established leader in the hearing wellbeing space and its customer portfolio of well-respected companies," said LeRoux. "We're at a pivotal time in the field of hearing wellbeing and have the ability to expand existing markets in ways previously not possible and give people the best possible audio experience driven by our commitment to promote hearing health around the world. I couldn't be joining the Mimi team at a more exciting time in the company's journey."

LeRoux holds a Master's degree in Economics from Goethe University in Frankfurt, Germany and graduated with honors and speaks five languages fluently. He is the author of the book "Career Chess". During his time at the University he ran for public office, including the German Parliament. He was elected twice to the City Council in Frankfurt.

