



Press Release

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Mimi Announces Strategic Leadership Transition Marking a New Era of Innovation and Growth

Berlin, Germany - August 29 2023 – Mimi Hearing Technologies, a global leader in personalized hearing experiences, today announced a momentous leadership transition that marks a new phase for the company. Having steered Mimi to remarkable success over the last decade, Philipp Skribanowitz, the visionary co-founder, will step down from his role as CEO to take on a strategic position on the advisory board as an Executive Board Member.

His visionary journey has propelled Mimi to the forefront of the industry and positively impacted countless lives worldwide, enhancing hearing experiences in unprecedented ways. Philipp's leadership has been characterized by navigating multiple successful funding rounds, steering the company through the challenges posed by a global pandemic, and establishing partnerships - 18 in total - that have cemented Mimi's position as a leader in the field.

In the year 2023 alone, Mimi's cutting-edge technology has seamlessly integrated into the lives of millions, being featured on devices from industry leaders including Nothing, boAt, Skullcandy, Philips, Teufel, and beyerdynamic. With numerous exciting launches on the horizon, an impressive count of nearly 4 million hearing profiles in the Mimi Hearing Test App, and an outstanding portfolio of 81 patents, these accomplishments bear testament to Philipp's remarkable leadership and the team's unwavering commitment to innovation. The primary focus remains on delivering unparalleled personalized and healthy listening experiences to users.

Stepping into the role of CEO is Florian Schneidmadel, who has served as Chief Product Officer for the past three years. Florian's tenure has equipped him with a profound understanding of Mimi's operations, products, and the nuances of the industry. With a rich background spanning 18 years in leadership positions, including his prior role as VP of Product at Native Instruments, Florian brings a wealth of expertise ranging from technological insights and market acumen to user engagement, sales strategies, marketing, and visionary leadership. His academic foundation in engineering (media technology) and work with the Fraunhofer Institute for Digital Media Technology further amplify his qualifications.

As Mimi embarks on the next phase of its journey, the Mimi team extends their heartfelt appreciation to Philipp for his dedication and visionary guidance. The team warmly welcomes Florian as he steps into his new role, steering Mimi towards a future of innovation, growth, and unparalleled hearing experiences.



About Mimi Hearing Technologies – mimi.io

Mimi is the global leader in sound personalization technology for consumer audio devices. The Berlin based company tailors audio for everyone to enjoy richer and more immersive sound adapted to their unique hearing. Mimi provides the #1 digital Hearing Test App on the market and has developed the world's largest database of digital hearing profiles. The company has the technical expertise, infrastructure and industry relationships allowing for fast deployment of their solutions into consumer electronics products including headphones, TVs and smartphones.

Mimi products and integrations have won numerous international awards, including the EISA Best Buy OLED TV (2021-2022) for sound personalization in TP Vision Philips TV, the CES Innovation Award (2019 & 2018) for sound personalization in Beyerdynamic headphones, the SATVISION Innovation Prize (2018) for sound optimization in Loewe TVs, the Sonar+D Award for Innovation (2017), StartUps & Developer Award at the San Francisco Music Tech Summit (2017) and the IFA Berlin Prize for Audio Innovation (2017).

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