



NEWS RELEASE

SharkNinja Appoints Mike Harris as Chief Innovation & Technology Officer

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Former Amazon tech leader joins SharkNinja to drive transformation and fuel global growth through connected innovation

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc (NYSE: SN), a global product design and technology company, has appointed Mike Harris as Chief Innovation & Technology Officer. Harris, a tech trailblazer with more than 30 years of experience in consumer electronics, most recently served as Chief Product Officer for Ring and Blink, where he helped scale Amazon's Smart Home portfolio into a household name.

Mike Harris has been appointed Chief Innovation & Technology Officer at SharkNinja.

"Mike is a results-driven leader with a strong track record of

building high-performing teams and delivering real consumer impact through technology," said Mark Barrocas, CEO of SharkNinja. "His ability to turn complex challenges into simple, effective solutions aligns perfectly with our obsession to solve real problems in the home. As we continue to scale globally, Mike will work to unlock our next wave of consumer-first innovation."

In his new role, Harris will shape the future of SharkNinja's innovation and technology ecosystem by bringing together robotics engineering, app and IoT platforms, and global electrical engineering to deliver disruptive, five-star consumer experiences at scale.

"As SharkNinja accelerates toward the next frontier of smart, connected products, we're excited to welcome Mike to lead the charge," said Ross Richardson, Chief Design Officer, SharkNinja. "Mike's deep expertise and visionary approach will be instrumental in scaling our innovation engine globally and pushing the boundaries of what our



products can do — with the goal of delivering even more intuitive, tech-forward solutions that surprise and delight consumers around the world.”

As CITO, Harris will lead global technology teams with a focus on agile development, technical excellence, and close collaboration with Design, Product, Marketing, R&D, and Operations teams.

“What drew me to SharkNinja is its unique ability to solve everyday problems through smart, intuitive technology, and to do it at speed and scale,” said Harris. “This is a company that doesn’t innovate for innovation’s sake. It builds purposeful products that make a real impact on people’s lives. I’m excited to join a team that blends deep consumer insight with cutting-edge engineering to create the next generation of connected, intelligent products.”

Harris has a successful track record leading and scaling tech organizations. He joined Ring in 2017 to lead the development of the Ring Alarm product line. Following Ring’s acquisition by Amazon in 2018, he took the added responsibility for Ring’s Smart Lighting portfolio and overall management of Blink. In 2022, he was named Chief Operating Officer for the combined Ring/Blink organization and later moved to the role of Chief Product Officer. Prior to Ring, Blink, and Amazon, Harris founded and led multiple companies, guided high-growth organizations through acquisition and IPO, and delivered advanced, connected systems that merge hardware and software into intuitive, consumer-loved products. His experience includes founding Ravisent Technologies, serving as CEO of Zonoff, and leading Connected Devices at DivX.

Outside of work, Harris serves on the board of SRAM, one of the world’s largest bicycle component manufacturers, as the board chair of the Robotics Education & Competition (REC) Foundation, a global nonprofit promoting STEM education for kids through competitive robotics, and a number of advisory boards at his alma mater, Purdue University, where he earned his degree in Electrical and Computer Engineering.

About SharkNinja

SharkNinja is a global product design and technology company, with a diversified portfolio of 5-star rated lifestyle solutions that positively impact people’s lives in homes around the world. Powered by two trusted, global brands, Shark and Ninja, the company has a proven track record of bringing disruptive innovation to market and developing one consumer product after another has allowed SharkNinja to enter multiple product categories, driving significant growth and market share gains. Headquartered in Needham, Massachusetts with more than 3,600 associates, the company’s products are sold at key retailers, online and offline, and through distributors around the world. For more information, please visit sharkninja.com.

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