



NEWS RELEASE

# SharkNinja Hires Howard Nuk as Chief Advanced Development & Design Officer

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An award-winning designer, Nuk has shaped innovative products across consumer tech, automotive, and luxury lifestyle brands

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc (NYSE: SN), a global product design and technology company, has appointed Howard Nuk as Chief Advanced Development & Design Officer (CADDO). Nuk is a product design and innovation executive with over 25 years of experience creating noteworthy products and shaping new categories for iconic brands such as Beats by Dre, Samsung, and Square.

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In this newly created role, Nuk will lead front-end concept development and early-stage product architecture. His focus is turning bold,

disruptive ideas into the next generation of consumer-loved SharkNinja products. He will report directly to Ross Richardson, Chief Design Officer.

"We're incredibly excited to welcome Howard to the SharkNinja team," said Richardson. "His rare blend of product design vision, entrepreneurial mindset, and experience pioneering new products across industries makes him uniquely equipped to push the boundaries of innovation and elevate SharkNinja to new heights."

As CADDO, Nuk will lead a global team of product developers to deliver consumer-focused concept designs and guide them through each phase of early development, ultimately preparing breakthrough ideas for seamless transition into SharkNinja's New Product Development pipeline for mass production.



“I’m thrilled to join SharkNinja and lead the Advanced Development team because here, bold design meets fearless problem-solving,” said Nuk. “This is where I can push the limits of creativity alongside a world-class, cross-disciplinary team. Together, we’ll create breakthrough products that not only improve everyday lives but redefine entire categories.”

Nuk’s more than 25-year career includes leading product design for iconic consumer tech, automotive, and luxury lifestyle brands. Most recently, he served as Chief Designer & Vice President of Design at Luminar, where he led the development of next-generation LiDAR systems for safety and autonomy, including a collaboration with Mercedes-AMG PETRONAS F1 to design the world’s safest Safety Car.

Previously, he was Senior Vice President of Design & Innovation at Restoration Hardware, where he elevated the brand’s luxury furniture collections and digital experience. Prior to that, Nuk co-founded Palm, reimagining the iconic Palm brand with a minimalist mobile experience. In partnership with NBA champion Stephen Curry and Verizon, Nuk and his team launched the world’s first companion mini-smartphone in 2018.

Earlier in his career, Nuk was Vice President of Design at Samsung, where he helped pioneer new product categories, including over a dozen wearables like Galaxy Buds and Gear S2. He also served as VP of Industrial Design at Ammunition, developing Beats by Dre headphones and collaborating with Jack Dorsey on the Square product ecosystem. Nuk also spent more than a decade as a Creative Director at frog design, leading projects for clients such as Disney, Intel, and Starbucks.

Nuk has judged global design awards and spoken at leading design and tech forums. He’s been named one of Fast Company’s Most Creative People and holds 100+ patents along with dozens of design awards including iF, Red Dot, and IDSA.

## 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](https://sharkninja.com).

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