



NEWS RELEASE

SharkNinja Named to Fast Company's List of the 100 Best Workplaces for Innovators

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Ranked among the top 50, SharkNinja is celebrated for cultivating a culture of innovation where world-class problem solvers transform bold ideas into products that positively impact people's lives

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, has been named to the seventh annual Fast Company **Best Workplaces for Innovators** list, recognizing businesses that foster a culture of innovation across all levels.

Fast Company's 100 Best Workplaces for Innovators 2025

"Innovation at SharkNinja starts with a simple question: what problem are we solving for the consumer?" said Mark Barrocas, CEO of SharkNinja. "Our team approaches every challenge with a problem-solving mindset. It's this mindset, embedded in our culture, that makes SharkNinja a workplace where people thrive, innovate, and positively impact lives every single day. Through a spirit of iteration and continuous learning, our extraordinary team is encouraged to experiment, refine, and unlock their full potential."

The 2025 Best Workplaces for Innovators list ranks 100 winners across industries such as entertainment, biotech, consumer packaged goods, marketing, education, and healthcare. To be considered, applicants detailed their investment in innovation, internal programs, and company culture. Final selections were made by Fast Company's editors, who evaluated every application and conducted extensive research to generate a score for each company. A distinguished panel of judges then reviewed the top-rated companies.

"At SharkNinja, innovation is at the core of who we are," said Elizabeth Norberg, Chief People Officer, SharkNinja. "Our people bring unstoppable energy, boundless curiosity to challenge our thinking, and a relentless drive to



reimagine what's possible for consumers around the world. This recognition is a tribute to our global team, whose passion, dedication and problem-solving mindset power our innovation engine every single day."

With more than 3,600 team members worldwide, including over 1,000 engineers, designers, and product developers, SharkNinja fosters an environment where collaboration and curiosity are encouraged and expected at every level. SharkNinja operates a global innovation cycle that creates hardware at the pace of software, moving ideas from sketch to production with speed and launching approximately 25 new products each year across 37 categories. This approach, rooted in continuous iteration, has resulted in more than 5,200 issued patents and products that consistently reshape consumer expectations globally.

"Each year, we're inspired by the companies and leaders who prove that innovation doesn't happen by accident—it's the result of intentional choices to empower people at every level," said Brendan Vaughan, editor-in-chief of Fast Company. "The organizations on this year's Best Workplaces for Innovators list show that when you build a culture where creativity and risk-taking are valued, breakthrough ideas inevitably follow."

The full list of honorees is available in the Fast Company Best Workplaces for Innovators issue (Fall 2025) **available online now** and will hit newsstands on September 23.

In addition to SharkNinja's placement on the Best Workplaces for Innovators, the company was also recently named to Fast Company's **Corporate Wellness Innovators** list for offering competitive benefits, including employee stock purchase options, health and wellness benefits, generous discounts on SharkNinja products, and more. For additional information about career opportunities at SharkNinja, visit **careers.sharkninja.com**.

About Fast Company

Fast Company is the only media brand fully dedicated to the vital intersection of business, innovation, and design, engaging the most influential leaders, companies, and thinkers on the future of business. Headquartered in New York City, Fast Company is published by Mansueto Ventures LLC, along with fellow business publication Inc. For more information, please visit **fastcompany.com**.

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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