



NEWS RELEASE

# SharkNinja Names Michelle Crossan-Matos as Chief Growth Officer to Further Deepen Consumer-First Mindset and Build and Enable Roadmap for Next Chapter of Transformational Growth

2025-04-29

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today announced the appointment of Michelle Crossan-Matos as Chief Growth Officer (CGO), a newly created executive role focused on deepening the company's consumer-first approach while building and enabling the execution of SharkNinja's roadmap for growth.

Michelle Crossan-Matos joins SharkNinja as Chief Growth Officer. In this role, Crossan-Matos will serve as a key member of the executive leadership team, reporting directly to the CEO. As CGO, she will be responsible for amplifying and globalizing the company's consumer obsession across all areas of the business. In addition, Crossan-Matos will lead the cross functional planning and execution of the company's global organic growth strategy to enable flawless execution as SharkNinja scales into new markets, categories and retail channels.

"Michelle brings a powerful blend of visionary thinking, operational excellence, and deep consumer insight," said Mark Barrocas, CEO of SharkNinja. "As we scale, her leadership will be instrumental in deepening our culture of consumer obsession and unlocking the next chapter of transformational growth for SharkNinja. We're committed to positively impacting the lives of consumers not only through the innovative products we create and the problems we solve, but through every single touchpoint throughout the consumer journey. Michelle will drive our consumer-first mindset throughout every aspect of the business while also building and leading the cross-functional execution of our growth roadmap to ensure we work together seamlessly towards our goals for long-term success."



Effectively serving as SharkNinja's Consumer Czar, Crossan-Matos will oversee the company's global call centers and consumer experience organization while also energizing the broader global team behind a bold vision for consumer experience. She will lead efforts to redefine how SharkNinja measures success through systems and KPIs that place the consumer at the heart of every decision while also building the company's growth roadmap and ensuring the organization is resourced and aligned to pursue scalable, sustainable growth.

"It's an incredible time to join SharkNinja," said Crossan-Matos. "I'm inspired by the company's mission, the passion of its people, and the opportunity to deepen our connection with consumers around the world. Together, we'll reimagine the consumer experience and build a bold, intentional path to long-term, sustainable growth."

Crossan-Matos joins SharkNinja with more than two decades of global leadership experience across the beauty, consumer electronics, and luxury sectors. Most recently, she served as Chief Marketing Officer at Ulta Beauty, the nation's leading beauty retailer, where she led a broad portfolio including e-commerce, consumer insights, loyalty, brand strategy, creative, public relations, store design, and analytics. She also oversaw UB Media, the company's retail media network, and spearheaded Ulta Beauty's equity platform centered on "Joy"—launching transformative initiatives such as The Joy Project, The Joy Council, and The Joy of... podcast to deepen emotional resonance with consumers through purposeful storytelling and innovation.

Prior to Ulta Beauty, Crossan-Matos held several executive roles at Samsung Electronics America, including Chief Marketing, Citizenship & Communications Officer and SVP of Corporate Strategy, Innovation & Transformation. She also held global leadership positions at Procter & Gamble and Vertu, building deep expertise in beauty, personal care, and luxury.

Widely recognized as a visionary in brand building and enterprise transformation, Crossan-Matos brings a bold, consumer-obsessed mindset to SharkNinja. She was recently named to Forbes' 2024 Entrepreneurial CMO 50 list and honored by Ad Age as one of its Leading Women of 2024.

Born in Glasgow, Scotland, Crossan-Matos holds a degree in Management Sciences and Manufacturing from The University of Strathclyde. She pursued executive studies in macroeconomics at MIT and digital and social strategy at Harvard Business School.

## 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](http://SharkNinja.com).

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Source: SharkNinja