



## **Aktiia Adds New CEO as it Prepares for Commercial Launch**

**October 1, 2020 – Digital health veteran joins innovative automated blood pressure monitoring pioneer.**

Aktiia, a Swiss-US start-up, has developed an accurate, wrist-worn optical blood pressure monitor that can automatically take measurements 24/7. As the company rapidly approaches commercial launch of its product, Aktiia is proud to announce the addition of Michael Kisch to the team as CEO.

Mike is a digital health veteran and has previously been CEO of two successful digital health start-ups, which have been recognized with awards from Rock Health, The Edison Awards, CNBC Upstart 100, IoT Breakthrough Awards and SXSW Innovation Awards. Most recently, Mike was the Co-Founder and CEO of Beddr, a sleep health technology company that has developed the first integrated, digital approach to understanding and improving sleep. He was also the founding CEO of Soundhawk, a wearable technology company reimagining the hearing aid as a connected consumer experience that can be personalized by the individual without the need for a clinical expert. Mike has raised over \$50M of private capital from leading Silicon Valley venture firms and strategic partners.

Earlier in his career, Mike was part of the Emerging Technologies team at Cisco Systems where he led marketing for Cisco's Telephony, video communications and consumer businesses. He is the holder of five patents and received degrees from Washington University in St. Louis and the University of Wisconsin-Madison.

Mike's unique focus is building companies and products that empower people to improve their mental and physical health. He leverages a consumer-centric, technology-powered approach to make it easier for people to access the tools, data, and expertise they need to improve their quality of life.

The Aktiia team is excited to welcome Mike and learn from his experience. Aktiia Co-Founder and COO Mattia Bertschi says, "I am proud of what Aktiia has been able to do so far, and I feel great satisfaction that Mike has joined us to drive the team through our next exciting challenges."



*The Aktiia Team*



*Michael Kisch, Aktiia CEO*

### **About Aktiia**

Aktiia was founded in Switzerland in May 2018 out of a passion to create the best tool for diagnosis and treatment of hypertension. Aktiia's founders, Mattia Bertschi (COO) and Josep Solà (CTO), previously contributed to research and development at CSEM, a prestigious Swiss research institute. For 15 years they worked tirelessly to understand the language of our heart signals and decode key markers to gain better insight into blood pressure. They built an incredible team and founded Aktiia to turn their years of pioneering work into a useful tool for people around the globe.

Aktiia's technology combines common optical sensors and proprietary clinically validated algorithms to measure blood pressure at the wrist. Validated through extensive trials in acute and low-acute settings, its accuracy has received worldwide acknowledgement, enabling Aktiia to proudly offer the most complete and user-friendly blood pressure companion to date. With one third of adults globally suffering from hypertension, this mission is more urgent than ever.