



**Jim Huether – CEO – Hyperice**

Jim Huether is the Chief Executive Officer at Hyperice. He earned his MBA in Finance and Marketing at Loyola Marymount University, joining Hyperice in January 2014 after serving as Executive Vice President of Marketing and Business Development for Xenith, LLC, a sports health and technology company at the forefront of head protection.

Prior to Xenith, LLC Jim led as Executive Vice President of Corporate Development and Strategy for the Sports Concussion Institute and held senior Marketing and Finance roles at Anschutz Entertainment Group (AEG) and Smith Barney, Citigroup.

Under his leadership, Hyperice has grown explosively, placing on the Inc. 500 for five years in a row while defining the international standard for Sport Recovery and Movement Enhancement Technology. In 2020, Hyperice inked partnerships with pro-sports leagues to optimize player performance including the NBA, NFL, MLB, PGA TOUR and UFC, pro sports teams including English Premier League's Tottenham Hotspur, the New Zealand All Blacks, the Kansas City Chiefs and the Seattle Seahawks, and introduced its next-generation HyperSmart Technology set to revolutionize recovery and movement.

A continuous learner with a real passion for business, Jim prides himself on the team-first culture he has built at Hyperice and looks forward to the Hyper-Connected Recovery Ecosystem that will usher Hyperice into its next and most exciting era.