

### **Media Contact**

Karen Spaeth  
Director of PR & Customer Experience  
952.947.4522 | [karen\\_spaeth@starkey.com](mailto:karen_spaeth@starkey.com)

## **Starkey Hearing Technologies' Senior Vice President Brandon Sawalich Elected New Hearing Industries Association Chairman of the Board**

*Industry leader accepts integral role amid timely discussion on the future of hearing healthcare*

**MINNEAPOLIS (March 22, 2017)** — Starkey® Hearing Technologies is pleased to announce that its Senior Vice President, Brandon Sawalich, has been elected as the new Chairman of the Board to the Hearing Industries Association (HIA). HIA announced Sawalich as its new Chair at its recent Annual Meeting in Washington D.C., March 14-16.

"Now is an exciting time in the hearing industry, and continued innovation is the key to success in this changing marketplace," Sawalich said. "We have a strong, engaged HIA Board, and we are having thoughtful discussions on the [Over-the-Counter Hearing Aid Act of 2017](#) proposed by Sens. Elizabeth Warren (D-MA), Charles Grassley (R-IA), Maggie Hassan (D-NH) and Johnny Isakson (R-GA). We look forward to continuing to lead the way towards a future in which technology and personalized professional care work together to provide the best experience in our hearing healthcare system for today and tomorrow's patients."

Sawalich has been with Starkey Hearing Technologies for over 20 years, beginning his career at the age of 19 in the repair lab. He was named senior vice president in 2010 after holding various roles within the company's sales, customer relations and marketing fields. He is a longtime supporter of Special Olympics Minnesota, the International Hearing Foundation and Starkey Hearing Foundation. A passionate, forward-thinking advocate for hearing health around the world, Sawalich was named one of *Minneapolis/St. Paul Business Journal's* 40 Under 40 honorees in 2015.

### **About Starkey Hearing Technologies**

Starkey Hearing Technologies is a privately held, global hearing technology company headquartered in Eden Prairie, Minnesota. Founded in 1967, the company is recognized for its innovative design, development and distribution of comprehensive digital hearing systems. The company develops, manufactures and distributes hearing aids via three distinct brands – Audibel, NuEar and its original brand, Starkey. As the only American-owned and American-operated provider of hearing technologies, Starkey Hearing Technologies is proud to support veterans and active military service personnel with the best in American innovation, including a suite of revolutionary hearing technologies and other resources. Starkey Hearing Technologies currently employs more than 4,800

people, operates 21 facilities and conducts business in more than 100 markets worldwide. For more information, visit [www.starkey.com](http://www.starkey.com).

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