

Breezing Announces Andrew Steele as Chief Executive Officer

Tempe, AZ, September 10, 2018 - Breezing today announced the appointment of Andrew Steele as Chief Executive Officer, effective on August 16th, 2018. Steele is a Silicon Valley veteran and brings over two decades of success in leadership roles at high growth technology companies.

“This is exactly the right time to bring a seasoned CEO into the company, and we are thrilled to have Andrew join us,” said Dr. NJ Tao, Breezing’s co-founder and Chief Science Officer. “We have made incredible progress since spinning out Arizona State University in 2011. Our product is already in use by thousands of people around the world, and we have received multiple patents recognizing our innovative work. We have conducted successful clinical trials with partners including Mayo Clinic, University of Arizona and Penn State University that have proven the efficacy of Breezing’s metabolic tracking technology for improving the outcomes of clinical obesity programs, diabetes management and pre-natal care, as well as reinforcing positive behavioral changes related to individual health, fitness and weight management goals,” said Dr. Tao. “Andrew has already proven his ability to create significant growth and shareholder value, and so as we transition from a focus on product development and market validation to a full commercial launch of our product, he is the ideal person to lead the continued success of the company.”

Steele most recently co-founded BeckonCall, an innovative clinical communication platform that he led from commercial launch to a business with a national footprint helping healthcare providers manage communication for thousands of cases each month, and garnering recognition as a winner of the prestigious Arizona Innovation Challenge. Prior to relocating to Arizona, Steele held leadership roles in multiple high-growth enterprise hardware and software organizations including Co-Founder and CEO of Truedomain, a pioneer in email authentication and contributor to the DMARC authentication standard, Vice President of Worldwide Marketing at Terayon (acquired by Motorola), Vice President of Sales & Business Development at MetaTV, Inc. (acquired by Comcast), and Director of Business Development at Microsoft.

“I’m excited to join the Breezing team at this stage of the game, and am extremely bullish about the opportunity in front of us” said Steele. “1 in 3 people in the world are either overweight or clinically obese, and obesity is the single largest root cause of some of the most common serious chronic diseases like type-2 diabetes, cardiovascular disease and certain forms of cancer. With 75 cents out of every healthcare dollar spent on treating chronic disease in the U.S., the scale of the obesity epidemic is hard to overstate. Technologies that can help reverse the tide can have a massive positive impact in both economic and human terms, and Breezing has proven its technology can do just that. I am thrilled to join the brilliant scientists and researchers on the team to build broad presence and market leadership toward that goal.”

About Breezing

Based in Tempe AZ, Breezing was founded in 2011 to commercialize the cutting-edge biomedical sensor research led by a team of scientists at the Arizona State University School of Biodesign. With multiple patents already granted and continuing R&D focused on expanding the applications for its core sensor technology, Breezing is the leader in developing and building products for consumers and healthcare professionals to improve early detection of chronic disease and provide critical real-time data that improves patient health and outcomes. Thousands of people around the world trust Breezing products for their health and wellness, and the company has been featured by leading industry and general media publications including CNET, BBC news, Forbes, Scientific American, PSFK and Fast Company.