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## Masimo Appoints New Leader for Consumer Division



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*Blair Tripodi Named Chief Operating Officer for Masimo Consumer*

Masimo announced the appointment of Blair Tripodi as Chief Operating Officer (COO) for the Masimo Consumer division, effective immediately. As leader of the Masimo Consumer unit, Tripodi will report to Masimo's Founder and CEO, Joe Kiani, and will be responsible for the division's sales, product, marketing, and commercial operations teams. Tripodi's most recent role was Chief Commercial Officer at Sound United.

"As we embark on this new era of Masimo, I couldn't be more excited for the future of our company," said Joe Kiani. "Blair's leadership, history, and extensive background in marketing, sales, and consumer products will position Masimo's consumer business, including the coming consumer health products, for optimal growth. His years of experience running successful campaigns in the consumer space, including 10 years at Sound United, will not only further our whole home audio solutions but will further our plans to improve 21st-century healthcare by taking it directly into your home."

Blair Tripodi joined Sound United in 2013. Prior to joining the global home and audio company, he was the Managing Director of Under Armour's European, Middle Eastern, and African business. In addition, he has held a variety of marketing roles with Nike and the U.S. Olympic and Paralympic Committee.

"It's an honor to step up and lead our consumer team into the next phase of growth with new innovative audio products as well as life-improving consumer healthcare products," Tripodi commented. "We can do this because of our dedicated team, loyal customers, and global partner network. There are exciting times ahead as we set out to improve lives."

Source: [Masimo](#)

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