

## Press Release

# Mitipi Strengthens International Expansion with Two New Board Members Focused on US Growth

### Mitipi AG Announces the Appointment of Jorge Tapias and Matt DiMarsico to the Board of Directors

**Fribourg, Switzerland – October 28, 2024** – Mitipi Ltd., the Swiss company known for its innovative burglary prevention solution, **Kevin**, is pleased to announce the appointment of **Jorge Tapias** and **Matt DiMarsico** to its Board of Directors. Their extensive experience in the US market, combined with their leadership in sales, hardware, and go-to-market strategies, will be pivotal in helping Mitipi expand its presence and develop its business internationally, with a key focus on the United States.

**Jorge Tapias**, based in **San Francisco**, USA, brings to Mitipi a wealth of experience in global business development. As a former executive at Google and LinkedIn, Jorge has deep expertise in go-to-market strategies, particularly within the hardware sector—a skill set that he honed during his time at Google after the acquisition of Motorola. He will be instrumental in scaling Mitipi's footprint across the US, leveraging his knowledge to help **Mitipi Incorporated**, based in **Santa Clara, CA**, establish a strong presence in the region.

“**Kevin is defining a new category**, which makes this such an exciting opportunity,” says Jorge Tapias. “My background in hardware and scaling teams at companies like Google has shown me the potential of disruptive technologies like Kevin. I'm excited to bring my experience to Mitipi and help reduce the number of crimes in homes and offices across the US.”

**Matt DiMarsico**, based in **Los Angeles**, USA, adds significant expertise in building and managing sales teams. With a track record of success in deploying high-performing teams and driving growth, Matt first became acquainted with Mitipi during the **USA Launching Pad event** in fall 2022, where he provided key strategic advice to the company's leadership. His knowledge of the US market, combined with his enthusiasm for innovative technology, will further strengthen Mitipi's efforts in expanding its customer base.

“I've been impressed by the innovation behind Kevin and the potential to disrupt the market,” says Matt DiMarsico. “The challenge is clear: we need to position this new category effectively. I'm excited to help lead the charge in developing our market strategy and scaling our impact across the United States.”

With the addition of **Jorge Tapias** and **Matt DiMarsico**, Mitipi AG is poised to enhance its **US market development** and continue its mission to reduce the number of burglaries in homes and offices. Their insights, combined with their proven track records, will help guide Mitipi through the next phase of its growth.

For more information about Mitipi and its innovative burglary prevention solution Kevin, visit [www.mitipi.com](https://www.mitipi.com). Direct contact: Dr. Patrick Cotting, Chairman, [patrick@mitipi.com](mailto:patrick@mitipi.com), +41 79 555 3725.