



New Mio Global CEO Rolls Out Scientifically Valid Health Metric Proven to Extend Lives on Average by Five Years

Established IoT industry executive, Peter Taylor, to lead Mio in delivering its life-changing Personal Activity Intelligence (PAI) technology to corporate wellness platforms, insurance companies and wearable technology brands

Vancouver, British Columbia – August 1, 2017 – [Mio Global](#), a health technology company, today announces Peter Taylor as Chief Executive Officer and the transition of Founder, Liz Dickinson, to Executive Chairperson of the Board of Directors.

Taylor brings more than 15 years of experience innovating, developing and launching connected businesses for startups and Fortune 500 companies, including the launch of 11 IoT products into global retail reaching over 1 million homes. His primary responsibility will be to scale the business. Dickinson will continue her focus on partnerships, growth and business development initiatives on behalf of the company.

“Peter is uniquely skilled at delivering solutions that solve complex problems and focusing on outstanding and engaging customer experiences. We’re excited to begin leveraging his expertise in scaling organizations as we continue to extend our published and scientifically validated Personal Activity Intelligence (PAI) metric to the world,” said Liz Dickinson, Executive Chair and Founder of Mio Global. “He’s a strong leader, known for clear strategy, team building, and efficient execution, as reflected in all his accomplishments in his career.”

Prior to joining Mio, Taylor was Global Vice President of Products at Belkin and General Manager of Wemo. There he led the team through a phase of focus on quality improvements and championing clear, impactful use cases; both in strategic integrations, like Amazon Echo and Nest, and keynote talks at conferences in the US and Europe. Prior to joining Belkin, Taylor led category-breaking innovative projects at BP, Wrigley, Diageo, Coca-Cola, and Philips.

“Mio Global is bringing something new to the health space, an accessible and affordable way to optimize anyone’s path to improved health. With The American Journal of Medicine’s published science underpinning our metrics, our Personal Activity Intelligence (PAI) metric overcomes some of the inherent issues with step counting,” said Taylor. “PAI tracks an individual’s heart response to activity and provides guidance on the most time-effective way to contribute to living longer. Washing the car, hill sprints, or climbing stairs, can all contribute to your overall health. Our vision is for PAI to evolve as an advisor, to give people the insights they need to know about their long-term health and fitness, and I am excited to

use my experience as a leader of business and innovation to help Mio scale, transition, and positively impact health around the world.”

Mio prides itself on the academic corroboration centering around a solution for anyone and everyone, no matter if you have health challenges, if you’ve never been to a gym, or if you never want to go to a gym. The company is scaling by offering its proprietary insights, such as those from heart rate, movement and blood pressure sensors, to market leaders in wearables, health insurance, smart clothing, drug validation, employee benefits, health platforms and gyms.

About Mio Global:

Mio Global is an industry leader in health technology with proprietary heart rate-based algorithms such as the ground-breaking activity metric Personal Activity Intelligence (PAI). PAI is a scientifically validated score that empowers people with personalized insights into how much exercise they need to live a longer, healthier life. Mio is now providing its patented heart rate-based software and algorithms to businesses via cloud-based services and licensing. Its customers include health platforms, fitness clubs, insurance companies, wearable companies and other industry partners. For more information, visit www.mioglobal.com or PAIForLife.com. For details on the science behind PAI, visit mioglobal.com/paiscience.

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