



Movella Appoints Silicon Valley Sales Veteran Keith Cook as New VP of Sales

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HENDERSON, NV / September 27, 2023 / Movella Holdings Inc. (NASDAQ:MVLA) (“Movella”), a leading full-stack provider of sensors, software, and analytics that enable the digitization of movement, announced today the appointment of Keith Cook as VP of Sales. Keith will be responsible for driving global sales to enterprise customers and channel partners in Movella’s three focused vertical segments: Entertainment; Health and Sports; and Automation and Mobility.

Keith Cook has a proven track record in scaling fast-growing software technology company sales teams, consistently delivering key account customer wins, and building profitable customer partnerships. Spanning a career of over twenty-five years, Keith led sales teams at high growth publicly traded software companies including Unity and Rally as well as Silicon Valley startups including Parsec, Zephyr and DeviceAnywhere. Keith’s previous experience also includes successful sales roles with industry leaders Microsoft and IBM. He has deep experience in delivering full-stack solutions with SaaS-based business models and key domain expertise in the entertainment space. Keith has a BS in Communications degree from Northwestern University.

“We are excited to have Keith join our team” said Ben Lee, Movella CEO, “He has scaled winning teams and driven sales growth for a number of global software technology companies from Silicon Valley startups to industry leaders such as Unity, Microsoft and IBM. His experience in developing broad and deep relationships with key enterprise customers and channel partners will help Movella deliver more value to its customers and drive profitable growth in the coming years.”

“I am thrilled to be joining the Movella team,” said Keith Cook, “Movella’s leadership in digitizing movement of the human body and intelligent robots is impressive. With proprietary technology protected by a rich patent portfolio, Movella has been able to build an impressive customer list including Electronic Arts, EPIC Games, Netflix, Siemens, BMW, and Toyota. I look forward to both building upon existing enterprise relationships as well as developing new strategic partners and channels.”

About Movella Holdings Inc.

Movella is a leading full-stack provider of sensors, software, and analytics that enable the digitization of movement. Movella serves the entertainment, health & sports, and automation & mobility markets. Our innovations enable customers to capitalize on the value of movement by transforming data into meaningful and actionable insights. Partnering with leading global brands such as Electronic Arts, EPIC Games, 20th Century Studios, Netflix, Toyota, Siemens and more than 500 sports organizations, Movella is creating extraordinary outcomes that move humanity forward. To learn more, please visit www.movella.com.

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