



## **SENNHEISER IS ONE OF THE TOP 100 INNOVATORS OF THE YEAR**

**The Sennheiser Group will be awarded the TOP 100 seal 2024 for its achievements in innovation**

**Wedemark, February 26, 2024 - For 31 years, compamedia's TOP 100 seal has been a mark of innovative strength in the SME sector. With its professional audio solutions, the Sennheiser Group is one of the top innovators to be recognized this year – proof of the company's strong innovative strength.**

Building the future of audio is the mission that is anchored in the Sennheiser Group's corporate strategy and unites all employees across the entire world. "Innovation has always been an integral part of our corporate DNA and we are proud to receive the TOP 100 award," says Co-CEO Daniel Sennheiser. "We continuously invest in the Sennheiser Group's core competencies and in its power of innovation, especially in research and development, to provide our customers with unique and continuously improving audio experiences. It means a lot to us that these efforts are also visible externally and have been recognized by the jury with this award."

The TOP 100 innovation competition brings together Germany's most innovative SMEs from all sectors and industries since 1993. The seal is awarded by compamedia to medium-sized companies for special innovative strength and above-average innovation success. The top innovators are determined by an independent, scientific benchmarking process. Prof. Dr. Nikolaus Franke, innovation researcher at the Vienna University of Economics and Business Administration, has overseen the scientific management since 2002. Every year, he and his team evaluate the innovative strength of all participating companies based on more than 100 criteria. These include, for example, the rating in innovation climate, innovative processes and organization, promotion of innovation by senior management, external orientation/open innovation, and innovation success. Whether innovations and product improvements have been able to establish themselves on the market and how they did it are also included in this assessment.

"For us, innovation means creating added value for our customers. On the one hand, our innovative strength is based on our long-standing understanding of customer needs and, on the other, on our ability to recognize trends early on and adapt to new requirements. This also



includes constantly questioning and adapting our own ways of working," says Markus Redelstab, CTO of the Sennheiser Group. In 2022, research and development was repositioned as a central function within the Sennheiser Group in order to more effectively and efficiently drive the software portfolio forward. The focus is in particular on digital solutions that offer customers added value through the combination of hardware, software and services.

With this award, the Sennheiser Group becomes a member of the Club of Excellence together with the other TOP 100 companies. The award ceremony will take place on June 28 as part of the 9th German SME Summit in Weimar.

### **TOP 100: the competition**

Since 1993, compamedia has been awarding the TOP 100 seal for special innovative strength and above-average innovation success to medium-sized companies. The scientific management has been in the hands of Prof. Dr. Nikolaus Franke since 2002. Franke is the founder and director of the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business. With 26 research awards and over 200 publications, he is one of the leading innovation researchers internationally. The mentor of TOP 100 is the science journalist Ranga Yogeshwar. Project partners are the Fraunhofer Society for the Promotion of Applied Research and the BVMW association of small and medium-sized enterprises. The magazines manager magazin and impulse accompany the company comparison as media partners, ZEIT für Unternehmer is a cooperation partner. More information and registration at [www.top100.de](http://www.top100.de).

### **About the Sennheiser Group**

Building the future of audio and creating unique sound experiences for our customers - this is the aspiration that unites the employees of the Sennheiser Group worldwide. The independent family-owned company Sennheiser was founded in 1945. Today, it is managed in the third generation by Dr. Andreas Sennheiser and Daniel Sennheiser and is one of the leading manufacturers in the field of professional audio technology.

[sennheiser.com](http://sennheiser.com) | [neumann.com](http://neumann.com) | [dear-reality.com](http://dear-reality.com) | [merging.com](http://merging.com)

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