



**JENNIFER ERNST,
CEO & CO-FOUNDER
TIVIC HEALTH SYSTEMS INC.**

Jennifer Ernst is CEO at Tivic Health™ Systems Inc. in Menlo Park, CA. Her career in technology has been characterized by driving transformational technology to market. She began her career at Xerox PARC in Palo Alto, one of the world's leading research laboratories, focused on getting technology out of the lab and into the market. She held varying roles in strategic business development, marketing and sales. Ernst holds an MBA from Santa Clara University, graduating with Honors.

For the past 15 years, Jennifer has dedicated herself to identifying and building global businesses out of cutting-edge technologies. Prior to founding Tivic Health, she served as Executive Vice President of Sales and Marketing, Chief Strategy Officer, and CEO of the US subsidiary of Thin Film Electronics. Of note, she launched early electronic labels which led to the company winning the Wall Street Innovation Award and the World Technology Award. In addition, as part of the company's executive management, Ernst transformed the company from an 8-person R&D company to a recognized leader in printed electronics with a peak market cap of \$480MM in less than 5 years.

Ernst's ability to recognize unmet market needs led her to co-found Tivic Health in 2016 with biomedical engineer and inventor, John Claude. She recognized the potential of yet another new technology, bioelectronic medicine, and a rapidly growing segment of the projected \$6.2 billion market size of the neuromodulation industry by 2020.¹ She saw the potential to help the 34MM Americans with chronic sinusitis² and 22 million adults who suffer from allergic rhinitis each year.³ Whereas neuromodulation and bioelectronic medicine have historically been used in implantable devices, the team saw the potential for packaging a powerful pain relief technique into a simple-to-use handheld device. The company's product, ClearUP™ Sinus Pain Relief, delivers sinus pain relief without pharmaceuticals or nasal flushing, addressing a significant unmet clinical need.

1. MarketsandMarkets. [Neuromodulation Market by Technology \(Deep Brain Stimulation, Spinal Cord Stimulation, Transcranial Magnetic Stimulation\), by Application \(Depression, Parkinson's, Tinnitus, Alzheimer's, Epilepsy, Ischemia, Obesity\) - Trends & Global Forecast to 2020](#). Accessed August 6, 2018.
2. Centers for Disease Control and Prevention. [Vital and Health Statistics: Prevalence of Selected Chronic Conditions: United States, 1990-92](#). Series 10, No. 194. Pg. 12, Table 8.
3. American College of Allergy, Asthma, and Immunology. [Allergy Facts](#). Accessed August 11, 2018.

ClearUP™ Sinus Pain Relief is an investigational technology. Claims have not been evaluated by the FDA. This device is not currently for sale in the U.S. FDA 510 K clearance is pending.