

TIER gears up for new phase of growth by hiring leading product chief Georgina Smallwood

Berlin, 01 December 2020 – TIER, the European micro-mobility leader, has hired one of the world's leading tech product professionals Georgina Smallwood as its new Chief Product Officer, as the company gears up for an ambitious new phase of growth following its \$250 million fundraising.

Smallwood arrives straight from fintech unicorn N26, and is one of several senior figures in recent months to have joined TIER's ranks from other global brands, with Fred Jones and Benjamin Bell hired from Uber in July.

As Chief Product Officer, Smallwood will play an integral part in extending the company's consumer reach and market share, while ensuring that the company's electric vehicles remain the most innovative and technologically advanced in the market. The landmark hire comes at a crucial time for the company, which is currently fast-tracking the roll-out of its new energy network following the recent Series C fundraise - a ground-breaking innovation that will see thousands of charging stations installed in cities across Europe to power electric vehicles.

Smallwood brings invaluable top-level experience to the role, having led product innovation and strategy at several other fast-growth global technology brands while working in posts all over the world. Before joining TIER, Smallwood spent two years as Chief Product Officer at one of the world's biggest fintech firms N26 and before this led product development at global accounting software firm Xero. The Australian native has been recognised internationally for her work with several award nominations and she is a finalist in the 'Excellence in Product' category at the 2020 Digital Masters Awards.

Commenting on her appointment, Smallwood said: “I’ve joined a company that I believe will have a profound positive impact, not only on the way that we move around cities, but on the environment that we live in, by driving consumers towards sustainable solutions which are accessible to all.

“I couldn’t have joined at a more exciting time for TIER and I’m looking forward to heading up the business’ hugely talented product team as we enter a new phase of growth.”

Lawrence Leuschner, CEO and founder of TIER, added: “Georgina is one of the world’s best product professionals and a hugely valuable addition to our leadership team. She has a strong vision for how the micro-mobility sector can develop, which completely aligns with TIER’s values, and her appointment is another key step in our growth journey.”

Founded in 2018, TIER operates in ten countries, serving over 85 cities globally including Paris, Berlin and Dubai. The company has become renowned for its industry-leading product features, recently introducing a built-in helmet and indicator lights to its e-scooters. Earlier this year, TIER unveiled plans for a pan-European energy network, promising to bring local businesses millions of pounds in extra revenue each year.

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About TIER Mobility

TIER Mobility is Europe’s leading provider of micro-mobility with a mission to change mobility for good.

The company is a driving force behind the change in the transport sector, which aims to significantly reduce car traffic in cities by providing people with a wide range of electric vehicles.

As part of its commitment to sustainability, the company has adopted the United Nations’ Sustainable Development Goals (SDGs) as a guiding framework and has set a clear agenda for reducing and offsetting emissions. As a result of these measures, TIER Mobility has been a climate-neutral company since January 2020.

TIER Mobility operates in 85+ cities in 10 countries. The company is headquartered in Berlin and employs about 900 people. Founders of the company are Lawrence Leuschner, Matthias Laug, and Julian Blessin.

The company's investors are SoftBank Vision Fund 2, Mubadala Investment Company's financial investment arm, Mubadala Capital, Northzone, Goodwater Capital, White Star Capital, Novator, RTP Global, Speedinvest and many more. In addition, there are selected business angels and individual investors like Formula 1 World Champion Nico Rosberg.

For more information about TIER Mobility, please visit: www.tier.app. You can find more pictures [here](#).

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