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WITH

Christine Schyvinck

President and CEO, Shure



Christine Schyvinck, CEO of Shure, gives a remarkable perspective into the audio technology industry. From her early days as a Quality Control engineer to CEO, Schyvinck reflects on her journey of enormous innovation and growth and shares her thoughts on steering one of the industry's major audio brands. In a conversation with PALM Expo Magazine, she discusses Shure's pioneering pro audio solutions, strategic investments in markets like India, and her vision for the organization. Schyvinck also shares treasured recommendations for aspiring women in management roles, drawing on her own experiences and growth.

HOW DID YOUR JOURNEY BEGIN WITH SHURE?

My journey with Shure began 35 years ago. I think it's unusual to find CEOs who have been with their companies for that long. I started at Shure as a quality control engineer and was quickly exposed to learning about the types of issues sound professionals encounter daily. My job was to help ensure that our equipment was reliable and always ready for the show. Shure's brand reputation was built on quality products and this company remains committed to delivering the best performing products.

I eventually moved from Vice President of Quality to Vice President of Operations, where I managed procurement, supply chain, and manufacturing, as well as quality. This was another essential experience because I was able to work with passionate people all around the world, dedicated to making great products that solved problems for our customers. In 2006, I transitioned into a role leading global marketing and sales, where I managed

three business units in the Americas, Europe-Middle East/Africa, and the Asia/Pacific regions.

All this experience has helped me learn more about overall company operations, the global business structure, and what we need to do to meet the evolving needs of our customers. Having diverse experience within different parts of our company has given me an appreciation that not all CEOs are fortunate enough to have. I thoroughly understand the type of work that happens at various levels of the organization, and I know what our customers expect from us.

COULD YOU ELABORATE ON THE R&D PROCESS OF SHURE?

Quality and innovation are essential for a company that is nearly one hundred years old. We have five dedicated Shure engineering centers in various parts of the world, including a core one connected to our headquarters in Niles, just outside of Chicago. Our most recently established center is in Hyderabad, India.

Shure is known for its quality and innovation, so the R&D process is extremely important because our customers rely on us to deliver, whether it is a microphone, software, or another essential product. Over the past few years, Shure has averaged 1-2 new products or product enhancements every month, which is a testament to our commitment to innovation. We also listen to our customers and work with them to engineer solutions that meet their evolving needs.

WHAT ACCORDING TO YOU ARE THE FIVE MAIN MILESTONES IN TERMS OF PRODUCT DEVELOPMENT IN THE HISTORY OF SHURE?

In our storied 99-year history, there are so many important milestones to try to choose from. To select only five is difficult, but here are five of the most impactful milestones for the entire audio industry:

1939 – Shure's **Model 55 Unidyne Microphone** is the world's first single-element unidirectional dynamic microphone. Its performance qualities and distinctive

styling ultimately make it the most recognized microphone in the world. Notably, the single-element design makes microphones smaller, less expensive, and, therefore, more accessible to all.

1966 – Shure SM58 (SM for “studio microphone”) was introduced and soon adopted by various musicians who found that it offers the right combination of rugged reliability and excellent sound quality. It became the standard for live performance vocals and the most popular vocal microphone in the world.

1990 – Shure L-Series Wireless Microphones were introduced, which led to Shure becoming a global leader in the wireless microphone market.

2011 – Shure introduced its first all-digital wireless system and previewed the Axient wireless system, which launched years later and transformed pro audio with unparalleled RF and audio performance.

2022 – A new era of array microphone technology ushered in 2022 with the introduction of MXA920 Ceiling Array Microphone. This led to the world’s first conferencing ceiling array microphone with integrated loudspeaker and IntelliMix DSP for small and medium-size meeting rooms.

I also don’t want to forget Shure’s Grammy for Technical Excellence in 2003. The Recording Academy presented this to Shure based on the outstanding contributions of technical significance to the recording industry.

SHURE HAS INVESTED HEAVILY ON WIRELESS MICROPHONES. HOW HAS THAT EVOLVED FOR THE BRAND?

Wireless microphones are the standard and the future. We have been one of the global leaders in wireless microphones for four decades and as the demand for smaller wireless microphones increase, we are innovating with quality sound in smaller packages and with software and complementary products to help customers deliver the best audio possible.

Shure is also heavily involved in global wireless spectrum discussions and our leadership is helping pave the way for our industry. We know this is of utmost importance in India. We are innovating with solutions that perform better in shrinking spectrum environments. Shure continues to advocate for spectrum for wireless audio as demonstrated by its presence at the World Radiocommunication Conference last year in Dubai and our participation in other global conferences.

IS THERE A RISE IN DEMAND FOR COLLABORATION DEVICES IN THE INDIAN MARKET? IF YES, HOW IS SHURE STRATEGIZING TO KEEP UP WITH THE DEMANDS?

India is an extremely vital market for the pro audio industry. Five years ago, we invested further in India with a new engineering center located in the tech hub of the city. This facility provides software intelligence that helps Shure expand its product portfolio. Hyderabad engineers had been working closely with the Shure Product Development Division since 2013. Hyderabad team played a large part in the development and system verification of the software that has come to power many of Shure’s recent product releases. Furthermore, there are so many global business powerhouses in India. With so many large companies with a strong presence in India, Shure’s complete conferencing and collaboration solutions are an ideal fit. This ecosystem works well with a number of different applications for business, education, and government.

WHAT LATEST INNOVATIONS BY SHURE IN THE PRO AUDIO SEGMENT ARE KEEPING THE BRAND AHEAD OF THE CURVE?

In this year alone, Shure has delivered new innovations to the pro audio industry, including:

- SLX-D Portable Digital Wireless Systems
- Axient Digital ADX3 Plug-On Transmitter with ShowLink Technology
- MoveMic – the world’s smallest and best-sounding dual-

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channel direct-to-phone wireless lavalier microphone system

- MV7+ Microphone
- Nexadyne Dynamic Vocal Microphones with Revonic Technology

PLEASE ELABORATE ON THE CURRENT GROWTH TRAJECTORY OF SHURE IN INDIA VIS-À-VIS THE REST OF THE WORLD. IS IT A GOOD MARKET OR IS IT A GROWING MARKET FOR SHURE?

India continues to be an important part of Shure’s growth plans, not just in the pro audio segment, but in conferencing as well. We highlight India as one of strategic growth counties because it stands out compared to other markets – we see tremendous potential ahead. As the demand for live events, broadcast, entertainment, podcasting, and more continues to grow in India, this region will likely create more demand for pro audio products and software to meet the growing needs. There is a strong need for the quality and reliability that Shure wireless can bring to any performance.

AS ONE OF THE LEADING MANUFACTURERS OF MICROPHONES, WHAT NEW PRODUCTS AND SOLUTIONS CAN THE USERS EXPECT BY SHURE IN THE NEAR FUTURE?

Shure is always innovating and regularly launching new products or upgrades on average of about every month. The technology is evolving so fast that we are truly in a new age of pioneering new solutions for customers in a variety of different segments. We will continue launching new products in all our product segments.

AS A WOMAN EXECUTIVE IN THE AUDIO TECHNOLOGY INDUSTRY, WERE THERE ANY CHALLENGES THAT YOU HAD TO FACE IN THE EARLY YEARS AND HOW DID YOU MANAGE TO RESOLVE THEM?

When I started, there weren’t many women engineers – there still aren’t, but the field is growing. I paid attention to women in leadership roles and was quite curious about them. Female athletes, astronauts, and political leaders proved to me that women can go places and they inspired me. I was fortunate that I started my career at Shure, which had a supportive system and did not discriminate between men and women. This is a company that was led by Mrs. Shure herself from 1995 to 2016 – I got to work alongside her and understand her values and beliefs. That experience

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shaped how I work today, and now it’s my job to make sure women can find their paths to success.

We can’t leave everything to luck. Help is needed along the way. Women play a key role in the future of technology and one of my missions is working with organizations to try to get more women involved in STEM so they can understand that this is a viable career path for them that could result in the next generation of leaders.

AS THE CEO OF SHURE SINCE 2016, WHAT INITIATIVES

OR STRATEGIES HAVE YOU INFUSED DURING THE YEARS ALIGNED WITH THE BRAND’S VISION?

For me, being a strong business leader means listening. I work with so many talented people who help keep me informed of current business conditions and upcoming trends. I’ve found that having trust in your leadership and listening to customers is the best way forward. We are a customer-focused company and we’re not afraid to work shoulder to shoulder with people as they are working through problems. We like being out in the field and solving issues with certain venue or performances.

We’re problem-solvers and we share the end goal of having the audience be wowed during a performance. The only way this happens is attention to detail, attention to quality products, and attention to listening to what our customers need. It’s also been helpful for me to have been where many of our associates have been as I’ve worked my way through this organization. There’s no one blueprint for success, but for me, the combination of listening and hands-on experience has really helped me move the organization forward.

WOULD YOU LIKE TO ADD ANY MESSAGE FOR THE YOUNG WOMEN ASPIRING FOR EXECUTIVE ROLES?

Surround yourself with smart, capable people who can collaborate to find the right solutions. Many minds can come at a problem from different angles and help find solutions that perhaps weren’t obvious in the way you were thinking. Find out who your friends are and don’t be afraid to ask them for help. Often, women think they must figure it out on their own, so they are not thought of as ‘weak’ or ‘incapable.’ Asking questions and finding a network of people who can help you build strength and teaches you how to become a good mentor someday. Simply put, don’t try to do it all yourself.