

Name Shin-Shin Hobi
Nationality Australian



EDUCATION

1997 - 1998 **University of Melbourne – School of Audiology
Melbourne, Australia**
- Postgraduate diploma in Audiology

1994 - 1996 **Monash University
Melbourne, Australia**
- Bachelor of Science
- Major : anatomy and physiology

1989 - 1993 **Kilvington Baptist Girls Grammar School
Melbourne, Australia**

WORK EXPERIENCE

Feb 2007 – Present **Audiology Manager at Phonak AG
Stäfa, Switzerland**

Tinnitus – I have been the audiologist responsible for tinnitus since 2009. My responsibilities cover product development of the feature both from a software implementation aspect, input into general features and also pre-calculation. I am solely responsible for the audiological foundation of tinnitus within Phonak. I am also responsible for tinnitus training and education – both for Phonak group companies and also external groups.

Product development – My role as an audiology manager has over the years required input into product development. I was required to provide audiological input into software implementation and R&D aspects.

Training and education – A key aspect of an audiology manager is education and training of Phonak employees. Our topics range from general audiology training to product training.

Marketing – I have had the opportunity to play a key role in various marketing projects. As an audiology manager I was responsible for ensuring that the audiological content of marketing material was accurate. I was also involved in various marketing campaigns, liaising with agencies and in many cases authoring various tools.

Jan 1999 – Jan 2007

**Senior Audiologist at Western Hearing Services (WHS)
Perth, Australia**

Diagnostic – WHS offered a variety of services resulting in a variety of diagnostic work. I worked closely with both adult and pediatric Ear, Nose and Throat specialists (private and hospital), performing diagnostic audiology on patients prior to their consultation with the ENT. Close collaboration with government organizations (i.e. Commonwealth Office of Hearing, Department of Veteran Affairs, WorkCover) plus private institutional clients (i.e. mining and telecommunication corporations) offering diagnostic services was also part of my responsibilities.

Tinnitus Specialist – In 2000 I completed the TRT course with Dr. Jastreboff . I saw a large variety of private and government tinnitus patients, from those that suffered severely to milder cases.

Central Auditory Processing Specialist – in 2000 I received in-house training on Central Auditory Processing assessment. We also offered rehabilitation program for both children and adults who were diagnosed with an auditory processing disorder.

Hearing aids – WHS offered hearing aids from all major manufacturers (Phonak, Oticon, Siemens, Widex, GN Resound, Bernafon, Starkey and Hansaton tinnitus instruments).

RELEVANT AWARDS

March 2014

Marketing Excellence Award Phonak AG, Switzerland

- Performance and contribution to launch of Phonak Tinnitus Program

LANGUAGES AND OTHER INTERESTS

English fluent
German basic
Chinese dialect basic

Hobbies: travelling, cooking/baking, reading