



**FOR IMMEDIATE RELEASE**

**LifeWise Digital, Inc. New Announces Advisory Board Members**

June 10, 2022 - LifeWise Digital, Inc., the publisher of the innovative artificial intelligence AdTech platform **davie.ai**, announced today the addition of new members to its expert advisory board. New members bring expertise in artificial intelligence, digital marketing, brand development and product commercialization.

New Advisory Board members include:

**Michael Imbasciani** and **Ron Paragallo**, partners at be\* marketing, inc. a New York based boutique advertising agency with a long track record in brand development and recognized expertise in developing brands for innovative products. Michael and Ron developed the davie.ai brand portfolio and messaging that has become an integral part of the LifeWise Digital story.

**Prasad Mokkalpati**, a data scientist with expertise in new, innovative database tools and designs supporting secure and efficient tools that support high-speed AI applications and rapid scale. Mr. Mokkalpati's database and application designs are integrated into tools acquired by Borland and Oracle.

**Dawn DeSimone**, an agency veteran with client side and agency side experience. Her client success stories include the launch of IBM's personal computer and software lines, consumer and luxury products from Elizabeth Arden and Tiffany, and Callard and Bowser. She served as VP of Marketing at Planet Technology Solutions, prior to its acquisition by Vytex, Inc.

**Erin Mortenson**, CEO of a successful online coaching business and social media expert and Internet influencer, with an extensive client following and network of online connections learning and building internet-based businesses.

"We are honored to have the support of experts in this new era of business, technology, and marketing," said Richard DeSimone, CEO of LifeWise Digital, Inc. "As businesses are transformed by AI, it's important for all of us to appreciate the support of those with the experience to help all of us manage this evolution".

LifeWise Digital is the creator of a comprehensive portfolio of artificial intelligence products and that empower small and medium businesses to compete with their giant competitors. The potential of **davie.ai** to revolutionize marketing your business is at the core of the LifeWise business. At LifeWise, we believe that **davie** will truly help small businesses advertise like a goliath.

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