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LifeWise Digital Appoints A.J. Hosny as Senior Software Developer / Development Team Leader

Jun 1 1, 2024 – LifeWise Digital, Inc., innovator in digital marketing and creator of the AI-powered AdTech platform [davie.ai](#), announces the appointment of A.J. Hosny as Senior Software Developer and Development Team Leader.

A.J. Hosny is a seasoned software engineer with a strong passion for collaboration, knowledge sharing, and continuous learning. Renowned for his deep expertise in JavaScript and growing appreciation for React, A.J. brings a rich technical skill set that includes proficiency across multiple frameworks and technologies—such as Solidity, AWS, Google Cloud, Microsoft Azure, SQL, Git, HTML, CSS, Docker, and Jenkins.

Building on his academic foundation from the Fox School of Business at Temple University, A.J. developed a reputation for leading cross-functional teams, driving innovation, and delivering high-impact software. As a Senior Software Engineer at LifeWise, he has already made significant contributions by guiding the development team in creating a state-of-the-art digital AdTech platform built on React, Next.js, Node, and MongoDB. His work enables hyper-targeted advertising for small and medium-sized businesses, a key differentiator for LifeWise clients.

Prior to joining LifeWise, A.J. held pivotal roles at IBM’s Research Triangle Park, where he oversaw the development of workflow efficiency tools used by teams worldwide, leading a project involving more than sixty-five global developers. His leadership in creating custom, generic, and reusable components, as well as his commitment to code quality and accessibility standards, distinguished him in previous positions and continue to drive LifeWise’s innovation journey.

“A.J. stands out not only for his technical abilities but for his collaborative leadership style and lifelong commitment to learning,” said Richard DeSimone, CEO of LifeWise Digital, Inc. “He is a catalyst for innovation and a key force in advancing our technology portfolio to better serve our customers.”

As Development Team Leader, A.J. will play an essential role in setting high standards for software excellence, mentoring developers, and guiding the architectural evolution of LifeWise Digital’s platforms. His passion for both technology and the creative aspects of software design ensures that LifeWise’s solutions remain cutting-edge, reliable, and flexible for the evolving needs of SMBs.

“It’s an honor to help lead LifeWise Digital’s technology strategy and work with a team so committed to client success,” said A.J. Hosny. “I am excited to continue building solutions that empower businesses and drive the future of digital marketing.”

This appointment highlights LifeWise Digital’s dedication to fostering deep technical excellence and empowering small and medium businesses through innovative digital marketing solutions.

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