



FOR IMMEDIATE RELEASE

LifeWise Digital Appoints Brett Perloff as Advisor and Acting Chief Revenue Officer

November 1, 2024 – LifeWise Digital, Inc., a leader in digital marketing innovation and developer of the AI-powered AdTech platform [davie.ai](#), proudly announces the appointment of Brett Perloff as Advisor and Acting Chief Revenue Officer.

Brett Perloff is a recognized AdTech executive, strategist, and thought leader, bringing extensive experience in digital advertising, connected TV media, and revenue growth strategy to the LifeWise Digital leadership team. Prior to joining LifeWise, Brett was an executive officer at Mobiquity's Advangelist DSP, where he established a reputation for implementing trailblazing strategies and delivering sustainable revenue acceleration.

A proven expert in both short- and long-term revenue strategies, Brett has deep relationships spanning e-commerce, streaming media, and digital publishing supply. His insightful approach to partnership generation and relationship ROI has been instrumental in building profitable, scalable network opportunities for digital advertising businesses. Brett's unique combination of business acumen and technical proficiency supports LifeWise Digital's mission to empower small and medium businesses with advanced, results-driven marketing solutions.

In addition to his successful career in AdTech and digital advertising, Brett is licensed to practice law and brings a legal perspective to LifeWise's leadership. He earned his JD/MBA from Temple University, preceded by undergraduate studies at The Pennsylvania State University.

"Brett's leadership, strategic thinking, and industry relationships make an immediate impact in advancing LifeWise Digital's vision of driving greater revenue opportunities for our clients," said Richard DeSimone, CEO of LifeWise Digital, Inc. "His expertise in AdTech and connected TV is vital as we continue to build best-in-class solutions, opening new avenues for sustained growth and competitive advantage."

As Advisor and Acting Chief Revenue Officer, Brett will focus on scaling LifeWise's revenue operations, expanding partnerships, and refining strategies that generate outsized ROI for advertisers and publishers. His expansive knowledge of streaming media and programmatic advertising will be critical in executing LifeWise Digital's roadmap for platform leadership and client success.

"My goal is to help LifeWise Digital achieve rapid, sustainable revenue growth while supporting business owners with the technology, relationships, and strategic insights they need to thrive in a changing digital landscape," said Brett Perloff. "I'm excited to be part of a team that's shaping the future of digital marketing for businesses of all sizes."

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