



FOR IMMEDIATE RELEASE

LifeWise Digital Appoints Joseph LaRubbio as Vice President of Customer Success

February 1, 2023 – LifeWise Digital, Inc., the innovative digital marketing company and developer of the AI-powered AdTech platform [davie.ai](#), is pleased to announce the appointment of Joseph LaRubbio as Vice President of Customer Success.

Joseph LaRubbio joins LifeWise Digital with a stellar reputation for building strong client relationships and a passion for empowering businesses to navigate the digital marketing landscape with confidence. After 25 years in the hospitality industry, Joseph developed a deep passion for digital advertising and paid search, pursuing advanced training with Google and other industry leaders. This background has uniquely equipped Joseph to bridge the gap between technology and the human touch that LifeWise Digital prioritizes.

In his new role, Joseph will lead the company’s customer success strategy, ensuring that LifeWise clients realize maximum value from both the software and the expert guidance LifeWise provides. Working closely with the [davie.ai](#) platform, he will focus on making complex technology accessible and approachable for every business owner—eliminating confusion and fear around artificial intelligence and data-driven marketing. Joseph is recognized for his excellent communication skills, his ability to build trust, and his relentless commitment to helping clients reach their goals.

“LifeWise Digital is dedicated to making the power of AI and digital marketing straightforward and effective for our clients,” said Richard DeSimone, CEO of LifeWise Digital, Inc. “Joseph’s unique combination of hospitality experience and digital marketing expertise allows him to advocate for our customers at every step—ensuring they get the most out of [davie.ai](#) while feeling supported by a real partner, not just a tech platform.”

Joseph’s hands-on approach includes conducting market research, mentoring customers as they refine their messaging and budgets, and working as an advocate for client success at every stage. His leadership reflects LifeWise’s philosophy that advanced tools are only part of the solution—it’s the human insight, support, and care that drive true business growth.

“I’m excited to join LifeWise Digital’s mission and to help clients leverage AI-powered tools in ways that are truly empowering,” said Joseph LaRubbio. “We’re here to bring humanity to software and to make sure businesses of every size can thrive and compete with confidence, backed by technology and trusted relationships.”

The addition of Joseph LaRubbio as Vice President of Customer Success demonstrates LifeWise Digital’s continuing investment in empowering small and medium businesses to succeed in a rapidly changing marketing environment.

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