



LEADERSHIP ANNOUNCEMENT

Samantha Phillips

Promoted to President of Sales

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PRESS RELEASE

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October 12, 2026

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October 12, 2026 - LSO Media Group today announced the promotion of Samantha Phillips to President of Sales. Phillips previously served as the company's Vice President of External Affairs.

In her new role, Phillips will oversee advertising sales, brand marketing, sales operations and software products. She will work with leadership across the company to establish commercial priorities, develop customer relationships and coordinate how its products and services are brought to market.

"We want our sales teams to understand what customers need and our product teams to hear those needs directly," said Jonathan Gonzalez, Chief Executive Officer of LSO Media Group. "Samantha will connect that work as we prepare to bring LSO Workplace and LSO Payout to market."

The Vice President of Software Products, Director of Brand Marketing, Director of Advertising Sales and Sales Operations Manager will report to Phillips. These functions bring together responsibility for product planning, market positioning, advertiser relationships and sales performance.

Her responsibilities will include oversight of LSO Workplace and LSO Payout, the company's forthcoming software products. LSO Workplace is being developed around the everyday needs of small and midsize businesses, while LSO Payout is intended to support broadcast and streaming operations. Both products are coming soon.

The promotion comes as LSO Media Group recruits across its media businesses, corporate departments and software product teams.

About LSO Media Group

LSO Media Group is a diversified company with interests in media, entertainment, software products, hospitality, credit and financial counseling, and consumer goods procurement. Its portfolio includes Luigi Scarcelli Official, Connection TV, NEWS NEXT, OPTiMIST PICTURES and Jack's Twisted Mansion.

For more information, visit LSOMediaGroup.com.

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