



For Immediate Release
Digital Media Services
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Digital Media Services Expands Leadership Team and Taps New SVP of Sales:

Dee Hovland Promoted to COO

Trevor Boelter Promoted to EVP Sales

Steven Siggelko Joins as SVP of Sales

New York, NY and Los Angeles, California – December 13th 2018- Digital Media Services, a leading full service provider of content management and video distribution solutions announces key additions to the company's leadership team.

Dee Hovland has been promoted to COO. Ms. Hovland will be responsible for the company's operational teams, customer support, and execution of customer campaigns. Previously Ms. Hovland held VP positions at Extreme Reach and Digital Generation, DG.

Trevor Boelter will be leading the company's sales efforts as EVP of Sales. Boelter helped launch the west coast facility for DMS in Los Angeles and brings nearly 20 years of industry experience working previously at Digital Generation, DG and The Team Companies.

Finally Steven Siggelko joins Digital Media Services as SVP of Sales. Siggelko is an industry veteran who has worked with top 100 advertisers and political campaigns at every level. Siggelko was a Director of Sales for Adstream and Digital Generation, DG.

"I am very excited that this team has been reunited," said Jeff Louisot, President and CEO of Digital Media Services. "Our industry is about trust. Collectively Dee, Trevor, and Steve have exemplified trust with their clients and peers inside and outside our organization. We have a great opportunity to share our knowledge, best practices and cost-savings initiatives with the broadcast and advertising community."

About Digital Media Services:

Digital Media Services is a leading content management and video distribution company. MediaSource, powered by DMS is a next generation cloud based technology platform for the management, optimization, and delivery of video content across all screens including: Television, Connected & Addressable TV, OTT Platforms, Digital, Mobile, and Connected Devices. Headquartered in New York City with Bi Coastal facilities, Digital Media Services is backed by Centerfield Capital and SR Capital Advisors for further expansion and growth initiatives.