

**DALLAS, TX / ACCESS Newswire / January 30, 2025 /** BEAM, a next-generation streaming platform redefining livestreaming, is excited to announce the appointment of **Brent Barry** as Senior Vice President of Marketing. Barry, a veteran marketing executive with extensive experience in gaming and technology, brings a wealth of expertise in strategic partnerships, brand development, and audience engagement to this critical role.

Previously, Barry served as Head of Marketing for Logitech G, where he played a key role in building globally recognized brands and fostering impactful collaborations. At BEAM, he will lead corporate alliances, partnerships, and marketing initiatives aimed at expanding the platform's reach, engaging streamers and audiences, and accelerating BEAM's mission to reshape the streaming industry.

Angel Munoz, CEO of BEAM, remarked: "I've had the privilege of knowing Brent for nearly two decades. His integrity, proven track record, and innovative mindset make him an excellent addition to our team. We are excited to have him onboard as we continue to expand BEAM's global impact."

"Joining BEAM at this pivotal time is an incredible opportunity," said Brent Barry. "The platform's vision for innovation and its dedication to empowering streamers and connecting communities are truly inspiring. I'm excited to be part of BEAM's evolution and help elevate the culture of livestreaming."

## **About BEAM**

BEAM Media Corp, a subsidiary of Mass Luminosity, is a cutting-edge streaming platform designed to connect streamers and audiences like never before. By prioritizing quality, interactivity, and accessibility, BEAM is transforming the way livestreaming is experienced.

For more information, visit [BEAMstream.gg](https://BEAMstream.gg)