



**Press Release
For Immediate Release**

Mass Luminosity Announces Julie Curtis as CMO

Curtis Brings over 20 Years of Experience in Marketing Strategy, Partnership Development and Entrepreneurship Experience

(March 10, 2020, Dallas/Fort Worth, TX) – Mass Luminosity, a Dallas/Fort Worth based research, technology and experiential company, announces the promotion of **Julie Curtis** to Chief Marketing Officer.

In her current post, Ms. Curtis is President and Co-Founder of Wheelhouse Marketing & PR, a Fort Worth based marketing agency recently acquired by Mass Luminosity in 2019. Julie not only helped build Wheelhouse into a multi-million-dollar marketing agency within her 9-year tenure, but also led the creation of custom technology for serving their client needs via a robust and data-driven platform with real time reporting and field collection. Her leadership and experience in planning, partnerships, experiential, digital solutions and entrepreneurship bring a focus on growth and expansion within the Mass Luminosity family of brands. Julie Curtis holds a BFA from the University of Texas at Arlington.

“I’m thrilled to be an integral part of Mass Luminosity’s growth and global reach as we continue to deploy unique technologies for our consumers and brand partners,” states **Curtis**. “I’m honored to be part of a company that puts the human experience first and foremost. It is a rare and unique opportunity that we have, to continue to close the distance in global interactions.”

“Julie’s new role will be essential to the growth of Mass Luminosity” states **Mass Luminosity CEO Angel Munoz**. “She brings a high level of enthusiasm and a wealth of experience. This is an exciting moment for our company.”

From its launch in 2011, Mass Luminosity has evolved into a research, technology and experiential company integrating brands and people. Its mission is the defragmentation and enhancement of the human experience. The company’s current subsidiaries include: GTribe, the leading social media network for technology enthusiasts and video gamers (www.TheGtribe.com) and the recently acquired marketing agency Wheelhouse Marketing and PR.

About Mass Luminosity:

Mass Luminosity is a research, technology and experiential company that integrates brands and people in a unique and powerful way. Its mission statement is the defragmentation and enhancement of the human experience. The company's current subsidiaries include: Wheelhouse Marketing and PR and GTribe the leading social media network for technology enthusiasts and video gamers, located at www.theGTribe.com. For more information on Mass Luminosity visit: <http://www.massluminosity.com>.

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