



**Press Release
For Immediate Release**

IBM Business Development Leader, James Dolan, Joins Mass Luminosity Board of Directors

Dolan Brings over 30 Years of Experience in Strategy, Market Development and Enterprise Transformation

(February 18, 2020, Dallas/Fort Worth, TX) – Mass Luminosity, a Dallas/Fort Worth based research, technology and experiential company, announces the addition of **James Dolan** to its board of directors.

In his current post, Mr. Dolan leads business development for IBM’s cognitive enterprise solutions in logistics, retail and consumer products for North America. Jim recently served as the integration executive following IBM’s acquisition of SaaS provider of MRO optimization solutions for asset intensive industries. His leadership spans planning, process transformation and workforce engagement as the entity integrates into the IBM sales, product and support teams. Additionally, with IBM, Jim led digital operations for the global center of competencies where he focused on driving technology solutions for emerging market enterprises. Dolan holds an MBA in from the Wharton School, University of Pennsylvania as well as a BSE in Mechanical Engineering and Materials Science from Duke University.

“I’m impressed with Mass Luminosity’s development and deployment of unique technologies on their own social media network and for their corporate partners,” states Dolan. “I’m excited about the future of Mass Luminosity and honored to be a part of the Board, and help this company reach its goals.”

“James’ role on our Board really complements the goals we have set forth for all of our technologies that we will be launching in the near future,” states Mass Luminosity CEO Angel Munoz. “His presence will have an immediate impact in the advancement and growth of 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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Press Contact:

Kell Curtis

kell@wheelhousepr.com

817-703-5394