Banzai Appoints David Abrams, Wyatt Jozwowski to Lead CreateStudio Business

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David Abrams Named General Manager and Wyatt Jozwowski Named VP of Product for CreateStudio Business Unit

SEATTLE, July 16, 2026 (GLOBE NEWSWIRE) -- Banzai International, Inc. (NASDAQ: BNZI) ("Banzai" or the "Company"), a leading marketing technology company that provides essential marketing and sales solutions, today announced that Demio co-founders David Abrams and Wyatt Jozwowski are re-joining Banzai to lead its CreateStudio business unit. Mr. Abrams and Mr. Jozwowski were previously co-founders of Demio and both held roles at the Company following its acquisition of Demio.

Mr. Abrams joins as General Manager of the CreateStudio business, and Mr. Jozwowski joins as Vice President of Product for CreateStudio. Both Abrams and Jozwowski, bringing proven leadership, co-founder vision, go-to-market experience, and deep domain expertise to the CreateStudio business and product line.

"David and Wyatt bring complementary strengths," said Joe Davy, Founder and CEO of Banzai. "David's market vision and go-to-market execution, paired with Wyatt's focus on product and design excellence. Their success at Demio speaks for itself, and we're thrilled to be working with them again. Together they give CreateStudio the complete leadership team it needs as it navigates the future of AI video."

David Abrams added, "Wyatt and I have spent our careers building products people actually love to use and 5 years after the Demio acquisition...that hasn't changed. What's different now is the opportunity in front of us. AI video editing is moving fast and CreateStudio is positioned to lead it. We're coming back to Banzai now because we believe in this vision, and we're ready to roll up our sleeves and build something incredible again, together."

Wyatt Jozwowski added, "Video has changed more in the last few months than I ever expected because of AI, and it's opening the door to compete with legacy editors in a way that just wasn't possible before. I couldn't be more excited about that. David and I have built together before, and I genuinely believe we're the right team to take this on with CreateStudio."

About Banzai

Banzai is a marketing technology company that provides AI-enabled marketing and sales solutions for businesses of all sizes. On a mission to help their customers grow, Banzai enables companies of all sizes to target, engage, and measure both new and existing customers more effectively. Banzai has over 150,000 customers including Amazon, Dell, Salesforce, Aflac, Thermo Fisher Scientific, RBC Wealth Management, and Fitch Group. Learn more at www.banzai.io. For investors, please visit ir.banzai.io.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements often use words such as "believe," "may," "will," "estimate," "target," "continue," "anticipate," "intend," "expect," "should," "would," "propose," "plan," "project," "forecast," "predict," "potential," "seek," "future," "outlook," and similar variations and expressions. Forward-looking statements are those that do not relate strictly to historical or current facts. Examples of forward-looking statements may include, among others, statements regarding Banzai International, Inc.'s (the "Company's"): future financial, business and operating performance and goals; annualized recurring revenue and customer retention; ongoing, future or ability to maintain or improve its financial position, cash flows, and liquidity and its expected financial needs; potential financing and ability to obtain financing; acquisition strategy and proposed acquisitions and, if completed, their potential success and financial contributions; strategy and strategic goals, including being able to capitalize on opportunities; expectations relating to the Company's industry, outlook and market trends; total addressable market and serviceable addressable market and related projections; plans, strategies and expectations for retaining existing or acquiring new customers, increasing revenue and executing growth initiatives; and product areas of focus and additional products that may be sold in the future. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Forward-looking statements are not guarantees of future performance, and our actual results of operations, financial condition and liquidity and development of the industry in which the Company operates may differ materially from those made in or suggested by the forward-looking statements. Therefore, investors should not rely on any of these forward-looking statements. Factors that may cause actual results to differ materially include changes in the markets in which the Company operates, customer demand, the financial markets, economic, business and regulatory and other factors, such as the Company's ability to execute on its strategy. More detailed information about risk factors can be found in the Company's Annual Report on Form 10-K and the Company's Quarterly Reports on Form 10-Q under the heading "Risk Factors," and in other reports filed by the Company, including reports on Form 8-K. The Company does not undertake any duty to update forward-looking statements after the date of this press release.

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