2027
Board Candidate Guide

Meet the leaders shaping digital signage.

Get to know all 11 nominees before casting your vote.

OPEN SEATS	VOTING WINDOW	CANDIDATES
6 open seats	November 3–24, 2026	11 nominees

Meet the candidates

Current board members first, followed by the remaining nominees in last-name order.

Jason Ault p. 02
Frank Barnes p. 03
IV Dickson p. 04
Jay Leedy p. 05
Shawn Grady p. 06
Jimmy Hunt p. 07
Sebastian Kryh p. 08
Justin Lachovsky p. 09
Keri Manasa p. 10
Jamey Stewart p. 11
Matthew Sulkowski p. 12

VOTING • NOVEMBER 3–24, 2026

Six seats are open for the DSF Board of Directors. Review the candidate bios and LinkedIn profiles before voting.

CURRENT BOARD MEMBER

Jason Ault



Coffman Media
Co-Founder & CEO

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BACKGROUND & EXPERIENCE

Jason Ault is the Co-Founder and CEO of Coffman Media, a digital signage systems integration company he helped establish in 2010. Active in the digital signage industry since 2008, Jason brings nearly two decades of experience helping organizations leverage technology, content, and strategy to create meaningful, impactful digital experiences.
Through his leadership at Coffman Media, Jason has gained firsthand perspective on the opportunities and challenges facing integrators, technology providers, and end users alike. An active industry speaker, he has shared his experience and insights at InfoComm, AVIXA events, IAAPA, D=SIGN Power Hours, and Total Tech Summit.
During his tenure on the Digital Signage Federation Board of Directors, Jason has served on both the Education and Membership Committees, reinforcing his commitment to expanding industry knowledge, strengthening relationships, and growing the digital signage community.
Jason believes a stronger digital signage industry is built by connecting the people, technology, and knowledge that drive it forward, while ensuring end users have the education and resources to realize its full potential. He is passionate about strengthening the DSF's role as a driving force for industry collaboration, education, and continued growth.
That commitment defines his vision: "Bringing the industry together → and forward."

Frank Barnes



i5LED
LED display solutions

Read LinkedIn reelection post

REELECTION STATEMENT

I'm honored to seek reelection to the Digital Signage Federation Board of Directors.
I joined this industry in 1999, when large-format LED in Times Square was the frontier. Over 25+ years I've watched digital signage grow into integrated environments that combine LED, LCD, software, audio, content, and interactivity. That evolution happened because integrators, manufacturers, software developers, designers, and end users worked together, and that collaboration is what the DSF exists to strengthen.
Over the past two years on the Membership and Partnership Committees, we've grown membership at every level, including meaningful growth in end-user members, the audience that makes the DSF valuable to everyone else. Our leadership has also built relationships with premier trade organizations including NRF, IAAPA, and ISA, putting the DSF in front of the buyers our members serve.
If reelected, I'll focus on:
• Expanding partnerships as we continue to explore roughly a dozen new channel shows and trade organizations, giving members more access to new markets, education, experiential, events and the ability to present DSF as the representative of the leading ecosystem of digital signage.
• Growing membership into new verticals such as experiential, hospitality, healthcare, education, command and control, retail and QSR, where digital signage adoption is accelerating.
• Keeping the DSF independent and relevant as our industry continues to change.
I'd be grateful for your vote and the chance to serve another two-year term.

CURRENT BOARD MEMBER

IV Dickson



SageNet
Chief Innovation Officer

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BACKGROUND & EXPERIENCE

IV Dickson is Chief Innovation Officer at SageNet and brings more than 20 years of experience in digital engagement hardware, software, integration, and solutions. He works across engineering, operations, product, sales, and marketing to identify new opportunities and connect technology initiatives with customer needs. Previously SageNet's Vice President of Digital Experience, IV focuses on the relationship between digital and physical environments and the practical implementation of new ideas. He serves on the Digital Signage Federation's Board of Directors.

CURRENT BOARD MEMBER

Jay Leedy



Videri
SVP, Strategic Alliances

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BACKGROUND & EXPERIENCE

Jay Leedy is an experienced digital signage and technology executive serving as Senior Vice President of Strategic Alliances at Videri, Inc. With more than two decades of experience in business development, strategic partnerships, retail technology, and digital media, Jay focuses on building technology alliances that drive innovation and global market growth. His professional background includes leadership roles at Sony Electronics, Diversified, and Convergent Media Systems, as well as retail experience with The Home Depot and IKEA. An active member of the Digital Signage Federation and a member of its Board of Directors, Jay brings extensive expertise in digital signage, customer engagement, and connected digital experiences.

Shawn Grady



Rockbot
Director of Channel & Partnerships

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BACKGROUND & EXPERIENCE

Shawn Grady is Director of Channel and Partnerships at Rockbot, with more than a decade in digital signage and AV/IT. He has led enterprise rollouts across hospitality, corporate office, retail, QSR, education and healthcare, including a 5,000+ location international menu board deployment and a national retail media network launch for a Fortune 100 retailer. A frequent industry speaker, he educates audiences on the real nuance of equipment, integration and CMS selection. Shawn also founded a university program where students run campus digital signage, building the next generation of industry talent. He hopes to bring that collaborative, education-first approach to the DSF board.

Jimmy Hunt



Velasea
Senior Vice President, Sales & Marketing

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BACKGROUND & EXPERIENCE

Jimmy's journey in the digital signage industry began when he sold his content creation company to Spectrio, a leading CMS provider, where he went on to serve as Senior Vice President of Sales & Business Development. After spending eight years helping drive the company's growth, he transitioned from the software side of the industry to hardware, where he now serves as Senior Vice President of Sales & Marketing at Velasea. Today, Jimmy leads the company's Edge sales and Marketing strategy while working closely with OEMs, software partners, systems integrators, and enterprise customers to deliver innovative Edge computing and digital signage solutions across a wide range of industries. Passionate about building strategic partnerships and driving market growth, he continues to enjoy the fast-paced evolution of the industry — proving there's never a dull moment in the world of digital signage.

Sebastian Kryh



Scala
Chief Executive Officer

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BACKGROUND & EXPERIENCE

Sebastian Kryh is Chief Executive Officer of Scala, a partner-first software company enabling digital in-store experiences. Since joining the business in 2021, he has helped shape its international growth and strategic direction, with a focus on building trusted partnerships and helping partners turn technology into business value.

Sebastian believes that a strong digital signage industry depends on a strong ecosystem. He champions an open, collaborative approach that brings software providers, integrators, content creators, and technology partners together, keeping partners at the center of customer relationships and delivery. His focus is practical: helping partners win business, deliver meaningful experiences, and grow sustainably.

With a background in leading an international software business and experience across European and North American markets, Sebastian brings a cross-market perspective to the opportunities and challenges facing the industry. He values the exchange of ideas and experience, believing that the industry progresses when people learn from one another and work toward shared goals.

That belief underpins his desire to give back through the Digital Signage Federation (DSF). Sebastian wants to support DSF members by sharing practical insights, encouraging stronger connections across the ecosystem, and helping create opportunities for education, collaboration, and business growth. He would bring a partner-focused perspective, a willingness to listen, and a commitment to making the DSF a valuable resource for its members.

Justin Lachovsky



Render Impact by SPI Business Development Specialist

View LinkedIn profile

BACKGROUND & EXPERIENCE

Justin Lachovsky has spent over a decade in the digital signage industry, building relationships, connecting people, and helping bring creative technology projects to life. Currently a Business Development Specialist at Render Impact by SPI, Justin works closely with integrators, manufacturers, and end users to create unique visual experiences. Recognized as one of SCN's The Nine in 2023, Justin believes that being part of an industry means contributing to it, not just working in it. He actively volunteers on the Digital Signage Federation's Education Committee and is the creator and host of Pixel Chatter, a podcast dedicated to getting to know the people behind the technology and sharing the stories that make this industry what it is. Based in Montreal, Justin brings a relationship-first approach to everything he does. He values genuine conversations, a good sense of humor, and the belief that an industry grows stronger when its people support one another, share what they know, and make room for new voices.

Keri Manasa



Legrand | AV
Director of Strategic Accounts
Commercial Retail & Corporate

LinkedIn profile pending

BACKGROUND & EXPERIENCE

Keri Manasa is Director of Strategic Accounts – Commercial Retail & Corporate for Legrand | AV, where she focuses on the technology, infrastructure, and customer experiences surrounding digital signage. Her industry career began at BenQ in 2006 and includes work with Epson, Samsung, NEC, Scalable Technologies, and Mood Media before joining Da-Lite in 2015.

Over the past three years, Keri has volunteered with DSF to build connections and grow awareness of the organization. Her involvement includes the first NRF DSF Pavilion, networking in Canada, and helping launch the DSF Industry Awards as a volunteer committee member. She also supports events such as XUSC that promote education and collaboration.

A strong advocate for continuing education, Keri has earned CTS and Digital Signage Expert certifications, served on AVIXA's InfoComm Education Committee, and presented at InfoComm. She hopes to bring her industry experience, energy, and collaborative approach to the DSF Board.

Jamey Stewart



Mega Media Factory &
Mega Media Industrial
President & Founder

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BACKGROUND & EXPERIENCE

Jamey Stewart is the President and founder of Mega Media Factory and Mega Media Industrial, based in Erie, Pennsylvania. With a background spanning engineering, creative production, audiovisual technology, and entrepreneurship, Jamey leads both companies in delivering digital signage solutions, custom hardware manufacturing, and creative services. His leadership encompasses business strategy, product development, technology partnerships, and day-to-day operations. He remains actively involved in guiding projects from initial concept through design, manufacturing, integration, and deployment, bringing both technical expertise and a business-minded approach to the industry.

As an active member of the Digital Signage Federation and its Education Committee, Jamey is committed to strengthening the industry through education, collaboration, and professional development. His experience building and leading businesses across multiple segments of the digital signage ecosystem gives him a broad understanding of the challenges and opportunities facing manufacturers, integrators, content creators, and technology providers. He brings an entrepreneurial perspective, a collaborative leadership style, and a focus on turning ideas into practical, successful solutions.

Matthew Sulkowski



HD Distributing
Regional Sales Director

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BACKGROUND & EXPERIENCE

Matt Sulkowski is the Regional Sales Director at HD Distributing, where he leads sales and business development across the Eastern United States. He brings more than 25 years of experience in project management, operations, sales, marketing, and client relations. Matt led channel development, sales strategy, product positioning, marketing initiatives, and partner engagement. He takes a collaborative, relationship-focused approach to growing markets and supporting the people and organizations that make up the AV industry.

Matt is an active member of the Digital Signage Federation (DSF) and contributes his time through committee service, event planning, member promotion, and industry programming. As a member of the Events Committee, he has helped organize networking opportunities, including the Austin Mix & Mingle at PopStroke and a DSF social event during IAAPA, and has supported planning for future gatherings. He has also conducted DSF Spotlight interviews to showcase members and their companies, and created event recap videos highlighting DSF events and partnerships.

His involvement extends to industry education and discussion: Matt has served as a panel host for AVIXA Power Hours and contributed to the InfoComm Spotlight Stage in 2025. Through these efforts, he is committed to helping DSF create valuable opportunities for members to connect, share their expertise, and raise the visibility of the digital signage industry.