

FOR IMMEDIATE RELEASE

SAGE[®] PROMOTED BLAKE BOZEMAN TO CHIEF BUSINESS OFFICER

Plano, Texas – October 6, 2026 – SAGE, a leading provider of software and technology solutions for the promotional products industry, announced today the promotion of Blake Bozeman to Chief Business Officer. In this newly created role, Bozeman will help lead SAGE's business operations and strategic initiatives as the company continues to grow and expand its solutions for the promotional products industry.

Bozeman brings 25 years of promotional products industry experience to the position. He began his career in sales with an industry supplier before joining Promotional Products Association International (PPAI), where he served as Business Development Manager and oversaw sales and affinity programs.

Bozeman joined SAGE in 2014 and has held progressively expanding leadership responsibilities throughout his tenure with the company. Most recently, he served as Vice President of Sales, leading SAGE's sales organization and supporting the company's continued growth and customer relationships.

"Blake has been an integral part of SAGE for more than a decade, and his leadership, industry knowledge, and commitment to our customers have made a tremendous impact on our organization," said David Natinsky, SAGE President. "As SAGE continues to grow, this new role strengthens our leadership team and positions us to continue moving the company forward. We are excited to have Blake take on this expanded responsibility."

As Chief Business Officer, Bozeman will be responsible for overseeing key facets of SAGE's business and working across departments to support company-wide strategy, collaboration, and growth. His expanded role will help ensure SAGE continues to build on its position as a technology leader and trusted partner to the promotional products industry.

"I'm grateful for the opportunity to take on this new role and continue building on everything we've accomplished at SAGE," said Bozeman. "I look forward to working alongside our talented teams across the company as we continue to innovate, strengthen our customer relationships, and find new ways to serve the promotional products industry."



About SAGE

SAGE, based in Plano, Texas, is the leading provider of information, marketing, and business management solutions to the promotional products industry. In addition to SAGE Workplace™ product research and business management services, SAGE provides the industry with other research services, order management, CRM, website and email services, e-commerce solutions, end-user catalogs, payment processing, trade show management services, and lead retrieval software. SAGE is the exclusive technology provider for members of the Promotional Products Association International (PPAI) and Merch Canda. For more information, please visit www.sageworld.com or call 800.925.7243.

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