

LemonadeLXP Appoints Renata Scorsone as Vice President of Marketing

Strategic Marketing Leader to Drive Category Growth and Market Positioning

FOR IMMEDIATE RELEASE

OTTAWA, ON – Tuesday, June 2, 2026 – [LemonadeLXP](#), the all-in-one Learning and Knowledge Platform for financial institutions, today announced the appointment of Renata Scorsone as Vice President of Marketing. She will lead the company's marketing strategy and execution as the organization continues to expand its presence across the financial services sector.

Scorsone joins LemonadeLXP with more than two decades of experience leading brand strategy, go-to-market execution, communications, and revenue-focused marketing initiatives across B2B SaaS and consumer technology organizations. Her experience includes strengthening market positioning, category creation, demand generation, and supporting measurable business growth at strategic inflection points.

Previously, Scorsone held executive marketing leadership roles at organizations including Nuvvyo, where she helped build and scale the Tablo TV brand from inception through North American retail expansion, subscription growth, and eventual acquisition by The E.W. Scripps Company.

The financial industry is complex, highly regulated, and evolving rapidly as banks and credit unions navigate digital transformation, the safe adoption of AI, and growing pressure to deliver more advisory customer experiences. These shifts are placing new demands on operations, learning and development, and frontline staff enablement.

“The push to make branches more advisory is putting immense pressure on operations and L&D to upskill staff so they can deliver exceptional customer experiences, all while supporting

*customers shifting to digital channels,” said **John Findlay, CEO of LemonadeLXP.** “As the market leader in financial industry training and knowledge, LemonadeLXP is uniquely positioned to solve both the human and technological challenges financial institutions face today. Renata’s experience in positioning and category growth will be invaluable as we strengthen our leadership position and help our clients redefine frontline training and enablement.”*

*“LemonadeLXP is operating in a market with massive untapped potential,” said **Scorsone.** “The company has built an exceptionally strong foundation, with highly engaged customers, strong product-market fit, and a platform uniquely positioned to help define the financial services LXP category. I’m excited to help scale that momentum.”*

LemonadeLXP helps financial institutions drive growth by transforming how they train and support their staff. By equipping frontline teams with the knowledge and tools they need to confidently promote and support a complex mix of products, services, and digital capabilities, LemonadeLXP empowers banks and credit unions to build deeper, more meaningful customer relationships.

About LemonadeLXP

LemonadeLXP is an all-in-one learning and knowledge platform for community banks and credit unions. It powers staff training, frontline enablement, and customer education through engaging, interactive learning experiences to drive growth across every channel. Learn more at www.lemonadelxp.com.

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