



RED OXYGEN CEO TOM SHEAHAN JOINS PANEL DISCUSSION ON DIGITAL REGULATION AT IT EXPO

SAN FRANCISCO (January 15, 2025) – [Red Oxygen](#), a leading short message service (SMS) solutions provider, announces its CEO Tom Sheahan will participate in a panel discussion at [IT Expo](#), one of the largest and longest-running business technology events, that takes place February 11 through 13 in Fort Lauderdale, Florida. The panel discussion Sheahan is participating in will cover the regulatory landscape of digital technology.

“During this panel, we’ll deep dive into the challenges that emerge when certain platforms have more regulations than others,” said Sheahan. “For the businesses that use these platforms for daily communications—be that marketing or operations—keeping up with compliance that differs from one platform to the other is confusing and expensive. It’s worth asking: why is the same data more protected on one platform over the other?”

- What: From Texting to TikTok: Defining Digital Regulation
- When: Tuesday, February 11 at 4:00 p.m.

From data privacy to content moderation, Sheahan and other panelists will provide strategies for staying compliant while mitigating risks. The session is open to all IT Expo attendees.

To learn more about IT Expo, visit <https://www.itexpo.com/east/>.

To learn more about Red Oxygen, visit <https://redoxygen.com/>.

###

ABOUT RED OXYGEN

Founded in 2001, Red Oxygen is a leading short message service (SMS) solutions provider. The company enables businesses to send appointment and payment reminders, security codes, emergency alerts and staffing updates easily online, through email or from a spreadsheet. Headquartered in San Francisco and with offices in Australia, Canada and the United Kingdom, Red Oxygen has worked with some of the world’s top brands, including: Philips, Orkin, Skechers, Southern Methodist University, Siemens, Yamaha and more. Red Oxygen has been trusted to send more than 650 million messages to people in over 50

red₄oxygen®

countries. To learn more about Red Oxygen, visit <https://redoxygen.com/> or follow them on [Facebook](#) and [LinkedIn](#).