

## **LG EXPANDS LG PRO WITH INTEGRATED SOLUTIONS, NEW SALES ORGANIZATION AND ENHANCED PARTNER EXPERIENCE**

*Updated LG PRO Program Provides Integrated Solutions, Enhanced Support  
for B2B Channel Partners*

### **News Summary**

- LG Electronics USA is updating the PRO partner program to reflect LG's expanded commercial display and IT portfolio, transitioning from product-centric offerings to integrated solutions that unify hardware, software, services and deployment.
- The company is introducing a territory-based sales model to strengthen mid-market coverage and deepen collaboration with B2B channel partners.
- LG is enhancing sales program support for LG PRO partners with a redesigned website featuring streamlined navigation, expanded B2B resources and an AI-powered assistant.

**LINCOLNSHIRE, Ill., June 10, 2026** — [LG Electronics USA](#) has announced a significant expansion of its LG PRO program, introducing integrated commercial display and IT solutions, a new territory-based sales organization focused on the mid-market and enhanced partner resources designed to help channel partners deliver complete customer solutions. The updates reflect LG's broader evolution from a product-centric approach to a solutions-based model that combines hardware, software, services and deployment support.

As part of this strategy, LG is strengthening collaboration with resellers, systems integrators and enterprise partners in the B2B channel through expanded sales coverage, specialized industry expertise and a redesigned [LG PRO website](#). The enhancements are designed to simplify partner engagement while providing easier access to the tools, resources and support needed to identify opportunities, develop solutions and support customers.



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“Our partners consistently tell us they want faster access to information, simplified processes and tools that help them conduct business easily and effectively,” said JB Kim, head of B2B channel sales at LG Electronics USA. “We’ve listened closely to that feedback as we continue evolving the LG PRO platform to help partners pursue new opportunities, deliver more comprehensive solutions and better support the changing needs of enterprise customers.”

As part of the initiative, LG introduced a new territory-based sales model designed to expand coverage and engagement within the mid-market while complementing the company's existing vertical-market sales organization. The structure is intended to provide partners with more localized support and stronger collaboration opportunities across key industries, including education, healthcare, hospitality, retail, transportation, government and corporate workplaces. The new mid-market sales team will work alongside LG’s vertically aligned sales specialists to help partners identify opportunities, navigate solution requirements and support customers from planning through deployment.

LG also redesigned the LG PRO website, creating a centralized destination for business resources, sales tools and program benefits. The updated platform streamlines access to LG’s commercial display and IT solutions while simplifying partner engagement across multiple business programs and support services.

New capabilities available through the enhanced LG PRO website include:

- **Single Sign-On Access and Streamlined Navigation:** A centralized gateway to LG PRO, LG Honors, MDF submissions, financial referral programs, discounts and partner resources.
- **Sales Enablement Tools:** Expanded access to promotions, specification sheets, co-brandable marketing materials and reseller communication resources.
- **AI-Powered Assistant “Ask IQ”:** Natural-language search and content support designed to help partners find information faster and create customer-facing materials more efficiently.



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- **Expanded Services Portfolio:** Access to LG PRO Services, including installation support, LG ConnectedCare services, project management and deployment assistance.
- **Financial and Business Support Programs:** Enhanced access to financing solutions, business cloud offerings and IT solutions such as Express Install for Microsoft Teams Rooms.

“As our commercial display and IT portfolio continues to expand, we're investing in the people, programs and tools that help our B2B channel partners bring those solutions to market,” Kim said. “These enhancements position LG PRO as a stronger platform for collaboration, growth and customer success.”

Additional enhancements to the LG PRO platform, partner programs and service offerings are planned throughout 2026 as LG continues investing in solution-based engagement, automation capabilities and channel support resources.

For more information about LG PRO, click [here](#).

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#### **About LG Electronics USA**

LG Electronics USA serves commercial display customers in the U.S. lodging and hospitality, digital signage, systems integration, healthcare, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG's U.S. Media Entertainment Solution B2B division delivers business-to-business technology solutions tailored to the particular needs of business environments. Eleven-time ENERGY STAR® Partner of the Year LG Electronics USA Inc., headquartered in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a leading smart life solutions company with annual global revenues of more than \$60 billion from consumer electronics, home appliances, HVAC solutions and vehicle components. For more information, please visit [www.LGSolutions.com](http://www.LGSolutions.com). Stay up to date with [@LGforBusinessUSA](#) on [LinkedIn](#), [Instagram](#), [Facebook](#) and [YouTube](#).

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