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Summary

I am a C-level executive with over 25 years of experience in digital media. I have enjoyed a variety of leadership roles ranging from CEO of a Seagate joint venture with RCA, to COO and Co-Founder of a wireless cable initiative funded by NewsCorp. Most recently, I have been helping Evergent with their go-to-market and sales strategy for its SaaS based subscription and revenue management platform in the Americas. I was Evergent's first customer in 2008 and have served as an Advisor to the Company over the past 14 years. I am keenly interested in interim and full-time opportunities that align well with my executive history and experience.

Experience

Evergent Technologies, Inc.

2008 - present

Member of the Advisory Board – 2008 – present

Returned to an advisory role following implementation of the growth strategy for the Americas.

GM & SVP Americas and SEU – 2020 - 2022

Was Evergent's first customer in 2008 and an Advisor to the Board thereafter. In 2020 joined the Company to define and execute on an accelerated growth strategy for the Americas. In this role I closed multi-million opportunities at major NA brands such as NBA and Sinclair and established vendor relationships with major carriers such as Telefonica and América Móvil in LATAM.

Inmobly, Inc.

2018 - 2020

Chief Commercial Officer

Oversaw product, marketing and sales for an early-stage AI based startup in the direct-to-consumer video delivery marketplace (OTT). Facilitated a partnership with Kaltura to provide a cost-effective solution for operators and content publishers in mid and emerging markets worldwide. As CCO I implemented our marketing and sales GTM strategy and personally closed APTN (Canada's aboriginal national TV network), Teletica (Costa Rica's largest TV broadcaster), MEGA (Chile's largest private TV broadcaster) and Impresa (Portugal's media conglomerate).

Kaltura, Inc.

2014 - 2018

Head of Media Accounts, Americas

Responsible for the Company's media accounts in North, Central and South America. Oversaw a team of six directors and over 200 OVP and OTT accounts, including Disney, Viacom, Turner, HBO, WB, Azteca, and Entel. Oversaw all customer success functions including the deployment of services, ticket escalations, C-level quarterly business reviews and product upsells.

Total Media Networks/UUX

2012 - 2014

President and COO

As a member of the executive team, was responsible for the delivery and support of the Company's D2C products and services worldwide. Oversaw the day-to-day administration of the company including content and service operations, customer support, human resources, marketing communications, and finance. Total Media merged with Lab One from Brazil to form UUX.

Sezmi/KITD

2006 – 2012

SVP Product Development and Operations

As a member of the Sezmi founding team oversaw the design, deployment and operations of the Company's hybrid digital terrestrial TV and OTT video delivery network. In the year prior to the acquisition by Kit Digital, assumed responsibility of product engineering and client services. Served as the Executive Sponsor for the Company's business activities in LATAM and APAC. The Sezmi team and assets were sold to Total Media.

US Digital Television

2002 – 2006

Co-founder and CTO/COO

Co-founded a pay-TV company backed by Newscorp and a group of television broadcasters to deliver a value-oriented cable offering to storage-based set top boxes over digital terrestrial TV. Negotiated the initial content rights with the major cable networks. Oversaw the design, implementation and operation of the digital broadcast video delivery network. Managed the development and deployment of the set top box hardware, middleware and service applications. Sezmi acquired the team and technology.

CacheVision

2000 – 2002

CEO and President

Led the formation and subsequent management of a joint venture between Seagate and Thomson/RCA to develop and market storage-based client/server solutions for personalized TV services. The company introduced its first open standards based PVR solution at IFA in 2001 and was later integrated into Seagate as a family of personalized storage based products.

Skytune / Auravision

1998 – 2000

CEO and President

Reinvented a fledgling venture backed technology startup in the TV-PC integrated circuit space by directing the Company into digital TV and data casting. Successfully provided an exit for the investors by marshaling the sale of the Company to Broadlogic.

Education

University of Southern California

1976 - 1977

Marshall School of Business – Master in Business Administration, Entrepreneurial program

University of Southern California

1970 - 1974

Marshall School of Business – Bachelor of Science, Marketing and Finance

Skills

Executive Experience – Solid background on leading Companies at a C-level responsible for a broad range of activities including board management, financial oversight and reporting, operations, marketing, and sales.

Sales Experience – Keen understanding on complex technology sales and sales leadership from prospecting to close and subsequent customer success management.

Customer Success Experience – Hands-on day to day account management of major media and telecommunication accounts.

Team building - Proven ability to build and successfully manage product development, operations, sales, and account management teams.

Domain experience – In depth understanding of digital media and video-based services including over-the-top (OTT) live TV and VOD multiscreen services and the associated subscription and revenue management platforms.

Service Operator Expertise – Broad and practical experience deploying and supporting video and subscription services at telecom and cable service operators, and at content publishers and broadcasters. Extensive work experience in LATAM.

Technology Expertise - In depth understanding of the technologies associated with delivering video services over the Internet, private IP networks and digital terrestrial.

Operations Know-how – Extensive experience overseeing end-to-end media operations including satellite down and uplinks; service origination; content distribution; datacenter support, NOC monitoring; and call center operations.

Personal

Family: Married, three children

Languages: Fluent in English and Spanish (born and raised in Costa Rica)

Travel: extensive travel experience throughout NA, LATAM, APAC, and EMEA

Sports: Tennis, Skiing

Hobbies: Flying (Instrument rated, private pilot certificate)