

MTSS Speaker and Moderator Bios

SPEAKER / MODERATOR	SESSION
Baruch Altman, LiveU	1. How to Get Started on Your Sustainability Journey 2. Sustainable Live Productions
Phil Adlam, XPLORE	The Case for Virtual Production as a Sustainable Solution
Ana-Claire Bernardes, IABM	Sustainable Live Productions
Nicolas Bourdon, EVS	The CEO Panel - Why Integrating Sustainability Makes Good Business Sense
Keran Boyd, Caretta Research	What's Missing in Understanding the Sustainability Message
Shawn O. Brume, IBM	What's Old is New Again, Tape as a Sustainable Storage Choice
Kristan Bullett, Humans Not Robots	Adjusting Workflows and the Supply Chain to be Sustainable
Drea Burbank, Savimbo	Closing Keynote-The Circularity Economy in Hollywood
Lisa Collins, Dovetail Creative	Welcome and Closing remarks
Dee Davison, Deluxe	The Case for Virtual Production as a Sustainable Solution
Thomas Edwards, Amazon Web Services	Cloud vs On-prem, What's the Sustainability Angle
Chisara Ehiemere, NYU Stern Center for Sustainable Business	The CEO Panel - Why Integrating Sustainability Makes Good Business Sense
Rich Gadomski, Fujifilm	What's Old is New Again, Tape as a Sustainable Storage Choice
Abdul Hakim, the DPP	Sustainability Assessments in Media
Erik Hauters, Tinkerlist	The CEO Panel-Why Integrating Sustainability Makes Good Business Sense
Jan-Hendrick Hein, A+E Networks UK	Adjusting Workflows and the Supply Chain to be Sustainable
Phil Holdgate, ITV	The Case for Virtual Production as a Sustainable Solution
Amanda Holtstrom, Ross Video	Cloud vs On-prem, What's the Sustainability Angle
Deap Khambay, Seismic Change	Opening keynote: What Does Sustainability Mean, Really?
Lauren Kinsman, xperi	How to Get Started on Your Sustainability Journey
Barbara Lange, Kibo121	Welcome and Closing remarks
Cedric Lejeune, Fast&Young	The Case for Virtual Production as a Sustainable Solution
Arnaud Leyder, Radiant Media Player	Best practices for Building Energy-Efficient Media Web Applications

Jacques Le Mancq, Broadpeak	The CEO Panel - Why Integrating Sustainability Makes Good Business Sense
Danna Mann, TAG VS	How to Get Started on Your Sustainability Journey
Mike Mattera, Akamai	Greening of Streaming - LESS Accord
Ian McDonough, Blackbird	The CEO Panel - Why Integrating Sustainability Makes Good Business Sense
Hemini Mehta, EBU	Sustainability Assessments in Media
Eyal Menin Multicast Agent	Best practices for Building Energy-Efficient Media Web Applications
Rohan Mitchell, EMG Live	Sustainable Live Productions
Tom Moran, Lumen	An Holistic Approach to Sustainability in Media
Dean Nelson, iMasons	An Holistic Approach to Sustainability in Media
Sam Orton-Jay, V-Nova	Greening of Streaming - LESS Accord
Cassidy Phillips, swXtch.io	Best practices for Building Energy-Efficient Media Web Applications
Francois Polarczyk, Accedo	Adjusting Workflows and the Supply Chain to be Sustainable
Alex Porter, Mod Tech Labs	Closing Keynote-The Circularity Economy in Hollywood
Andy Rayner, Nevion	Sustainability is Integral to BBC and CBC
Alex Redfern, EVS	Cloud vs On-prem, What's the Sustainability Angle
Dom Robinson, id3as	Greening of Streaming - LESS Accord
Ben Schwarz, CTOic	Greening of Streaming - LESS Accord
April Sotomayor, albert	Sustainability Assessments in Media
Linda Tadic, Digital Bedrock	What's Old is New Again, Tape as a Sustainable Storage Choice
Athena Trastelis, CBC-Radio Canada	Sustainability is Integral to BBC and CBC
Paloma Urrutia, Mrs. Greenfilm	Sustainability Assessments in Media
Birgit Vallmüür, Titan Swan	How to Get Started on Your Sustainability Journey
Serge Van Herck, EVS	The CEO Panel-Why Integrating Sustainability Makes Good Business Sense
Ellen Williams, Orion Global Solutions	Cloud vs On-prem, What's the Sustainability Angle
Geoff Woolf, BBC	Sustainability is Integral to BBC and CBC



Baruch Altman

Baruch Altman serves as LiveU's Head of Projects and ESG. Baruch had initiated and leads addressing ESG in LiveU. He has been with LiveU since early on, serving as the Company's R&D manager, product manager and collaborative technology projects manager. Baruch has also been responsible for developing and managing LiveU Patents strategy and portfolio and various collaboration projects and initiatives. Prior to LiveU, Baruch worked at Motorola for more than eight years and in several start-ups (fabless wireless chipset and RF solutions vendors), serving in various technical, product, IP and business development positions. Baruch has a BSc. in Computer Science from The Technician, Israel.



Phil Adlam

Highly skilled in Virtual Production, LED Screen, Professional Audio, Audio Engineering, Event Management, Live Sound, and Lighting. Strong business development professional with a 1st Hons MEng Electronic Engineering from University of York.



Ana-Claire Bernardes

With over a decade of experience in market intelligence, Ana-Claire have worked for a variety of research agencies, bringing consumer and lifestyle trends alive to help FMCG and tech companies to stay relevant and innovative in fast-moving industries. From an international background, Ana-Claire speaks English, French, Portuguese and Spanish. She also holds a Master degree in Journalism from the Birkbeck University of London.



Nicolas Bourdon

Nicolas is Chief Marketing Officer at EVS. After earning a Business Sciences degree from HEC Liege, Belgium, Nicolas spent six years as the Communications and Marketing Manager for the aviation company Sabena Technics in Brussels. He then joined EVS as Director of Marketing and Communications in 2005. Over the past 15 years, Nicolas has directly contributed to today's positioning of EVS as a worldwide leader in the industry. As EVS' new CMO, Nicolas manages the global market solutions activities from ideation to market delivery. He is also responsible for overseeing the company's global marketing, learning and community management activities. Nicolas is also Board member of IABM (the association of the Broadcast & Media technology manufacturers) and was appointed President of Belgian Sports & Entertainment Technology Club of Agoria in early 2020



Keran Boyd

Keran has over 10 years experience in running content programmes for B2B media houses, most recently leading the content at the IBC Show. She has global experience working with mediatech vendors and broadcasters, and has a strong personal interest in sustainability. Keran joined Caretta Research in 2022 working on consulting and research projects in the mediatech ecosystem. Keran has an LLB from the University of Cape Town and an MSc from the University of Dundee.



Shawn O. Brume

A 30-year career working with technology as a developer, implementor, user and market influencer has provided Shawn with a unique breadth of the technology industry. Shawn has been in the tape industry for over 20 years participating in the implementation of LTO-1, developing, field support and business strategy for tape. His current position is as a market strategist and analyst internal to IBM, assisting clients and business leaders in understanding the tape market dynamics. During his time at IBM, he has accumulated multiple patents, published papers, attended global conferences speaking on a broad range of topics related to storage including, technical aspects, solution implementation and sustainability.



Kristan Bullett

Kristan is an experienced technical evangelist and the CEO of Humans Not Robots, a company he founded to address inefficiencies he observed in large media organizations.

With over 20 years of experience in the media and broadcast industry, Kristan has worked with top-tier clients like BSkyB, AT&T, BBC, Channel 4, Disney, and Liberty Global, helping them shape their over-the-top and online video strategies to become front-runners in the world of online video. Kristan's technical acumen and strategic insights have been instrumental in driving the company's success, making it a leading provider of sustainability-focussed technology enabling media companies to get ahead in their journey to make actionable progress in building a clean digital future.



Drea Burbank

Drea is an MD-technologist and serial entrepreneur applying high-tech in critical sectors.

Her recent projects include cryptocurrency, wearables, new space, behavioral design, civ-tech and smart cities, artificial intelligence and machine learning, cybersecurity, near-infrared spectroscopy, functional MRI, stem-cells and tissue engineering, vascular composite allograft, 3D printing, virtual reality, blockchain, specialist networks, nanotechnology, voice-recognition software, microbiome sequencing, web/app product design, business strategy, startup growth, social enterprise, popular science writing, branding/PR and niche marketing. In global health, she develops high-

tech for low-resource environments.

Her career interest is in using technology to promote population health. She is industry-agnostic to this aim and passionate about reducing barriers to innovation at the intersection of research, technology, and medicine.

She runs a consulting company of Delinquent Savants™. High-IQ individuals with non-traditional backgrounds working with the military, law, medicine, computer science, business developers, creatives, and academics around the world to solve hard scientific and social problems with disruptive technology.

To quote Karen Kilroy "I can't help but wonder how much further technology could go if we solved things for people who had the biggest problems first — and then made games."

Lisa Collins – MTSS co-founder and producer



Lisa has been building powerful networks and communities for over 25 years, ensuring the groups she works with thrive and grow. After a flourishing career working for a variety of associations, membership bodies and not for profit organisations, Lisa launched her own agency, Dovetail Creative Ltd, in 2021 and now supports a variety of organisations with all aspects of community, member and customer forum engagement, events, marketing strategy, and consultancy.

Lisa is a frequent speaker and moderator at industry events and is on the board for RISE and Trade Association Forum. In addition, Lisa is involved in several mentoring programmes enabling her to pass on skills and knowledge to help others grow. Lisa has a passion for ESG initiatives and is co-producer of the Media Tech Sustainability Summit and Corporate Star Awards.

Dee Davison



Dee has worked in the film and broadcast industries for 20 years in commercial and public sectors.

Highlights of her career include advising the late Tessa Jowell DBE on film policy for the UK Government, investing funds in growth strategies at the UK Film Council and leading on accessibility and energy conservation for the UK cinema trade body.

Dee has held several corporate level roles in strategy at Deluxe since 2013 before taking the global lead on sustainability in 2021, driven by her

passion for businesses to thrive from a triple bottom line (People, Planet, Profit) and her long standing personal commitment to charitable work. She is Chair of the SMPTE Cloud Sustainability Working Group and a Trustee of Age UK Croydon.

Thomas Edwards

Thomas is a Principal Media & Entertainment Solutions Architect at Amazon Web Services, where he works to help customers achieve success in building applications and services on the cloud. He previously worked on advanced technology projects for broadcasters PBS, Fox & Disney. He is a board member of the Video Services Forum and the Streaming Video Technology Alliance, a SMPTE Fellow, was awarded the SMPTE Workflow Systems Medal, and received an Innovator statue for contribution to VSF's Technology & Engineering Emmy® Award for "Standardization of SMPTE ST 2110".



Chisara Ehiemere

Chisara is the Senior Research Lead, Return on Sustainability Investment (ROSI™) at the NYU Stern Center for Sustainable Business, where she oversees ROSI research and partnerships. She has over 20 years of experience building sustainable supply chains and roles including Senior Assurance Director with Field to Market and Vice President of Certification at Fair Trade USA. Chisara holds a Bachelor of Business Administration from the University of Michigan and an MBA from the Fuqua School of Business at Duke University.



Rich Gadomski

As Head of Tape Evangelism for FUJIFILM Recording Media U.S.A., Inc., Rich is responsible for driving awareness and end user understanding of the value proposition of modern tape technology. Rich joined Fujifilm in 2003 as Director of Product Management where he oversaw marketing data storage products. Previously Rich held the position of VP of Marketing where he was responsible for the marketing of data storage products, value added services and solutions. Rich has 30+ years of experience in the data storage industry. Before joining Fujifilm, Rich was Director of Marketing for Maxell Corp. of America where he was responsible for the marketing of data storage products. Rich participates in several industry trade associations including the Active Archive Alliance, the LTO Consortium and the Tape Storage Council. Rich also manages Fujifilm's Global IT Executive Summit. Rich holds a BA from the University of Richmond and an MBA from Fordham University.

Abdul Hakim

Abdul is the Committed to Sustainability Programme and Business Development Manager at DPP and has over 20 years of experience in the broadcast and media industry. He developed and delivered the industry leading sustainability programme, designed for organisations to demonstrate their commitment to environmental sustainability. His unique blend of technical expertise, passion for sustainability, leadership skills and strategic thinking has earned him a reputation as an influential thought leader in the industry. Prior to working at the DPP he spent many years working at the BBC including leading technology at the BBC's international development charity, BBC Media Action.



Erick Hauter

Erik started in 1999 as a multi-cam director and had the opportunity to create 100s of daily talk shows, games shows, sports shows, ... He was called the "toys director" because he loved to try out technical things... including improving existing processes. For example: In 2005 he introduced the first tapeless workflow to get footage automatically from the editor into the EVS in the OB Truck.

Erik noticed being frustrated with the lack of paperless and cloud-based collaboration tools. Remote production was also in its infancy.

As a self-taught programmer, Erik set out to build a tool that would make life easier for creatives and producers everywhere.

Since 2017, TinkerList has been serving companies all over the world. This cloud-based platform enables paperless and remote production, by controlling any device directly from the rundown. Sustainability is a core mission point of Erik and TinkerList.



Jan-Hendrik Hein

Jan-Hendrik is a Media Operations professional with over 20 years' experience. He moved from Hamburg, Germany to London at the turn of the millennium to follow his dreams. He has worked for A+E Networks UK since 2015 and is the VP of Media Operations responsible for the Content Supply Chain across EMEA. He is currently focused on cloud transformation and digital readiness of the A+E Operations services.

Phil Holdgate

Head of Production Sustainability for ITV Studios. A global remit to implement ITV's Social Purpose Climate Action strategy across all productions Worldwide. Making the biggest shows with the smallest footprint.

Co-Founder of SAIL (Sustainable Arts In Leeds)



Amanda Holtstrom

Amanda is the Product Manager for DashBoard and Ross Platform Manager at Ross Video. A computer engineer, Amanda has spent her career designing and delivering software systems to address key problems in a variety of industries. An advocate for great design and simple interfaces, Amanda joined Ross Video over three years ago and is responsible for delivering core technologies to unite the Ross Video product portfolio.



Deap Khambay

Deap is an established ESG and Sustainability professional, with a broad range of experience across strategy, operations and ESG reporting. Deap is committed to long term sustainable business growth and continues to explore innovation through new and evolving business practices such as B corporation, circular and regenerative practices.

Deap has worked as a client facing consultant within organisations such as Grant Thornton and The Brunswick Group as well as in-house establishing and growing an effective sustainability function within Seasalt, a national womenswear brand. Working with the executive board, Deap has advised on and facilitated sustainability

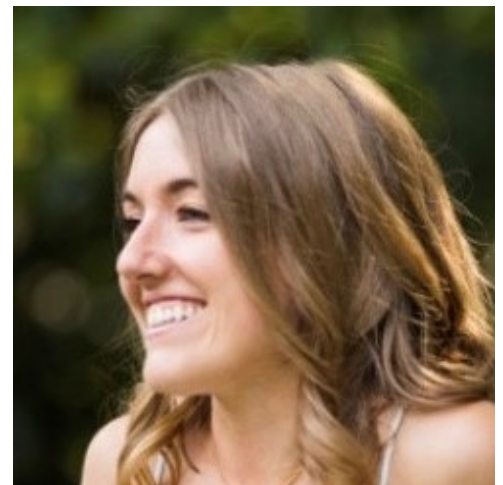
objective setting to develop a five-year plan that included product, supply chain, community partnerships and the development of circular initiatives. Clients include Aviva, Halma, Western Union, DoorDash, Match Group, Naspers, Genmab and Seasalt.



Lauren Kinsman

Lauren oversees the ESG program at Xperi, a media technology company. She manages the organization's ESG strategy and program growth and leads the overall development and implementation of Xperi's ESG-related goals, targets, and commitments.

Before joining Xperi, Lauren worked on the Corporate Sustainability team at ENGIE Impact. In her role, Lauren oversaw ENGIE Impact's environmental footprint reduction efforts while furthering social and sustainability initiatives throughout the organization. Prior to ENGIE Impact, Lauren worked on the Global Sustainability team at JLL. Lauren holds a Master's degree in International Relations and Environmental Policy from Boston University, and a Bachelor's degree in Philosophy from Trinity College.





Barbara Lange – MTSS Co-founder and producer

Barbara is principal and CEO of [Kibo121](#), a consultancy firm focused on guiding media tech organizations on their path to sustainability by understanding each client's unique needs and interests to develop and execute an action plan. Lange has been an invited speaker on sustainability at industry events including the NAB Show, SVG (Sports Video Group), IBC, SMPTE, SMW (Streaming Media West), and the HPA Tech Retreat. She is actively engaged in the industry groups developing a greener future in media, including Greening of Streaming, and SMPTE's working group on sustainability in media in the cloud.

Lange serves as the program manager for the NAB Show's Excellence in Sustainability Awards, is a Secretariat volunteer member of Greening of Streaming, and co-founded the Media Tech

Sustainability Summit. Lange is a member of the International Society of Sustainability Professionals (ISSP).

Prior to launching Kibo121, Lange served as the executive director at SMPTE, the global professional association, and standards body, that supports the technical framework and professional community which makes quality motion imaging available to consumers in a variety of media formats. Lange's career started in business development and product management in scholarly publishing. She holds a B.A. in Chemistry and German from Washington and Jefferson College and completed the Executive Development Program at the Kellogg School of Management at Northwestern University, and the Entrepreneurial Growth Lab program at the Women's Enterprise Development Center (WEDC).

Lange has been recognized for her leadership by Washington & Jefferson College, the IEEE, StudioDaily50, and with the TVNewscheck's 2020 Woman in Technology Award. In 2021, she was honored by TVB Europe as a 2021 Technology Leader to Watch and by Broadcast & Cable with the 2021 Tech Leadership Award.

Cedric Lejeune

Cedric started in 2000 as a visual effects assistant on Discreet Smoke, working on TribalX, a complex full CG/MoCap production for children and setting the network infrastructure in the small post-production facility.

In 2000 he becomes application engineer for Post Logic, a French VFX system reseller and supports a wide range of products: animation, infrastructure, effects, colour grading. He was in charge of the implementation of the first industrial digital intermediate pipeline at Éclair Laboratoires in 2002 and different setups in Paris and Europe.



In 2006 he starts his first company, Workflowers, to develop consulting and training services, accompanying film labs in the transition to digital and helping post-production to step into the cinema world. He specializes in digital cinema and video workflows, infrastructures and colour science. His work on online collaborative environment and content management tools have made him an expert of cloud technologies for media. Workflowers' image processing tools are used by major studios in the world.

In 2015 he joins the European cinema group Ymagis to supervise the technology for post-production and mastering labs in the group (New York, London, Liège, Berlin, Barcelona, Paris). The integration of Eclair Laboratoires extends the delivery of content to broadcasters and OTT and gives an opportunity to develop a century old brand as an innovative one. He then assembled the technology and innovation team to create more efficient and global workflows across the group. He led the development of EclairColor, the HDR solution for cinema (www.eclaircolor.com).

In 2020, while continuing R&D efforts for EclairColor and developing HDR and HFR image technologies for the Chinese market, he reboots Workflowers to help media industries in their transition to a more sustainable model. With his team of media engineers, he helps studios in building and implementing organization and technical strategies with sustainability in mind. He is a member of the EBU Sustainability group, the SMPTE Cloud Sustainability working group and a founding member of La Cartouch'Verte, an association to promote good environmental practices in animation movies production.

In 2023 he starts Fast&Young, a consulting company helping media organizations integrate new business paradigms, with a data centric approach to boost efficiency and reduce energy consumption and carbon emissions. He partners with Perfect Memory for the development of their semantic technology toolset for the movie studio environment.

Cedric is the co-head of the postproduction department at CST and is a member of VES, SMPTE and HPA.



Arnaud Leyder

Arnaud is a telecom engineer with more than 12 years of experience in the streaming media industry. Prior to founding Radiant Media Player he worked at Apple, Brightcove and Vivendi. For 7 years now he and his team at Radiant Media Player have been working towards building the best possible HTML5-everywhere video player. He is committed to bringing innovative and reliable products with low-carbon footprint to the streaming media world.

Jacques Le Mancq

Jacques is the President & CEO of Broadpeak. He is driving the strategy and execution of the company to develop and realize the full potential of the Global Leader of IP Video delivery solutions.

Prior to co-founding Broadpeak, Jacques Le Mancq was with the Technicolor Connect Division where he assumed the role of Product Line Manager for the video streaming servers product family. He led a spin-off project with 5 other co-founders to create Broadpeak.

Prior to joining Technicolor, he has been involved in the development of MPEG-2 protocol testing & monitoring solutions that were consecrated by two Emmy Award in 1999 and 2007, holding different engineering and product marketing positions within Thales Broadcast and multimedia (Rennes, France) as well as Tektronix (Portland, Oregon). He owns several patents in the field of digital television.

Jacques Le Mancq holds a Master degree of Economics and a Master degree of Computer Sciences from the University of Rennes, France.



Danna Mann

Danna joined TAG Video Systems in 2018 as an Event Coordinator and quickly rose through the ranks to become the Company's Marketing Director. Danna is responsible for guiding the company's worldwide marketing initiatives; achieving a track record of success in developing and executing effective campaigns and strategies. Under Danna's leadership TAG has grown into a globally recognized brand known for its forward-thinking technology achievements.

Mike Materra

Mike is the Global Director of Corporate Sustainability and ESG Officer at Akamai Technologies. Mike holds a BS in Project Management, an MS in Construction Management from Wentworth Institute of Technology, a Graduate Certificate in Corporate Sustainability from NYU's Stern School of Management, a Graduate Certificate in Data Analytics and Corporate Governance from Cornell University, Graduate certificates in Sustainable Business Strategy and Global Business from Harvard Business School. Mike has worked in the technology field in various capacities for over 18 years, focusing on network



infrastructure and design, program management, sustainable building construction, facilities management, and building management system design.

Mike contributes daily to Akamai's vision of making life better for billions of people billions of times a day. The Akamai Connected Cloud is located in over 4100 locations and is interconnected to over 1400 networks globally. Mike is responsible for the company's global sustainability strategic vision and corporate ESG report and efforts. He is committed to developing meaningful and long-term sustainable practices across the Akamai Connected Cloud, an infrastructure that supports the world's best and most secure digital experiences across the internet.

Ian McDonough

Ian is the CEO of Blackbird plc. He brings considerable knowledge and experience of delivering growth and value in the global media sector with his core expertise in building high-value and commercially innovative partnerships. During his five years at BBC Worldwide, he rose to become Executive Vice President and General Manager for one of seven global regions. Most recently, Ian covered the UK, Ireland, Nordic and Baltic countries as Senior Vice President and Managing Director for Turner (formerly Turner Broadcasting). He previously held senior commercial posts at A&E Europe and Viacom Asia.



Hemini Mehta

Hemini is an experienced Technical Executive in all things digital (video on demand, live streams, websites, mobiles, TV, STB & games consoles) with an angle on Sustainability. Capable to bridge business with technology. Intrapreneurial/(social)entrepreneurial spirit. Working with photographers to get their images into the market & business mentoring. Presence in academia, from lecturing, examining to mentoring PhD candidates.



Eyal Menin

Eyal is a serial entrepreneur with deep experience in video production and streaming technology.

He is the author of “The Streaming Media Handbook” (2002) and worked in the past 20 years with celebrities and corporate customers helping them develop and use streaming media in their products and internal communications. Customers include The Rolling Stones, U2, Paul McCartney, IBM, American Express, and Verizon.

Rohan Mitchell

Rohan designs and executes the strategic vision and direction of EMG’s Environmental Social Governance (ESG) policies across the Group.

He works across the global teams on the delivery of all ESG initiatives, collaborating with EMG’s leadership and Global entities. Rohan has a passionate commitment to drive change and enhance value for its employees, stakeholders and wider society through a focus on EMG environmental impact and climate change mitigation, along with aligning our core values across EMG diversity, inclusion and belonging strategy.

Rohan has over 30 years’ experience in the industry, joined the group in 2015 and moved to a key client management role with the business. Prior to joining EMG, Rohan spent 17 years as a Senior Technical Producer for Formula One Management Ltd.



Tom Moran

Tom is a Consulting Principle and Technology and Sustainability Strategy Lead for Lumen EMEA. Moran has held numerous roles in design, architecture, consulting, and business development over his 23-year technology industry career, working in a variety of settings from small startups to large global enterprises, receiving several patents and awards along the way.

Driving IT professionals to lead on sustainability has made Moran a recognized expert in ICT sustainability. In addition to providing technology and sustainability consulting and advisory services for Lumen clients,

Moran is a partner at Amsterdam based Aspire Institute, which provides sustainability education to corporations and students. Tom sits on sustainability committees within techUK, The Global Enabling Sustainability Initiative (GeSI), The SDIA, the Infrastructure Masons and the Greening of Streaming and publishes the well regarded SustainableIT Newsletter. Moran is among the first sustainability leaders to embrace the new UNRISD Sustainable Development Performance Indicators.



Dean Nelson

Dean is a seasoned technology executive with 32 years of experience deploying \$10B of digital infrastructure projects across 3 continents. Dean is currently the CEO of Virtual Power Systems, a software platform that unlocks stranded power in datacenters, the Founder and Chairman of Infrastructure Masons, a professional association of industry executives and technology professionals uniting the builders of the digital age, and the Founder and CEO of Dean Nelson Inc, a strategic advisory and consulting company serving startups, fortune 500 companies and investment firms. Previously, Dean led Uber's Metal as a Service function supporting Uber's ridesharing business delivering over 100 million trips a week in more than 600 cities spanning 6 continents, as well as UberEats, UberFreight, UberHealth, UberForBusiness, and Autonomous vehicle and UberAir development. Prior to Uber, Dean worked at eBay Inc as the Vice President of Global Foundation Services, which served over 300 million active users enabling over \$250Bn of enabled commerce volume annually. At the end of his tenure, his team successfully integrated, then split eBay and PayPal infrastructures into two independent internet companies. Prior to eBay, Dean worked at Sun Microsystems in various technical, management and executive leadership roles. Dean holds four US patents.

Sam Orton-Jay

Sam is VP Product at V-Nova, where he manages the V-Nova transcoding platform, demo applications and reference player integrations for MPEG-5 LCEVC. With over 20 years of experience in video tech, Sam has led the creation of industry-leading products in video compression and streaming from conception to commercial success.

Sam brings deep expertise in the fields of product management, marketing and sales in the TV & Media industry focused primarily around video compression and streaming technologies. Sam holds a degree in Music & Sound recording from the University of Surrey and an MBA from Imperial College London.





Cassidy Phillips

Cassidy is the Lead Solutions Architect for swXtch.io.

Since the ratification of the SMPTE ST 2110 standard, Cassidy has specialized in media networking and routing systems leveraging the standard for live events, sports, broadcast media, and distributed campuses.

Before moving into system design, Cassidy worked in air-affecting operations roles at KEZI (ABC affiliate), DirecTV (Los Angeles Broadcast Center), and Newscorp (Fox News, Fox Business) for a combined twelve years.

Cassidy has been integral in several successful COTS 2110 IP and hybrid IP router and networking projects and is an industry expert in IP and hybrid IP workflows for video.

François Polarczyk

François has 10 years of experience working for software development companies, with a specialism in video solutions.

With a background in Organizational Psychology, he has recently focused his work on Partnerships and Sustainability, and successfully completed the Business Sustainability Management program from the University of Cambridge.

As part of his role of Sustainability Director with Accedo - a global video solutions provider, powering some of the world's most impactful video-centric experiences - François has launched the Sustainability Roundtable series, with the purpose to connect content providers and tech vendors from the OTT ecosystem, to brainstorm around experiments where Sustainability takes a central role. He is also in charge of building a Sustainable Marketplace, which aims to help customers and vendors to navigate the Sustainability OTT landscape.



Alex Porter

Alex is the CEO of Mod Tech Labs, automating AI-powered content creation for real-time playback in Entertainment and Media. Her background in design began with a BS in Interior Design and Construction Technology from Texas State University. Then it bloomed into work that powers visual experiences since 2016— by pushing the boundaries of artificial intelligence, extended reality, 5G, and more cutting edge tech to bring novel technologies to market. Clients like NBC Universal and partnerships with NVIDIA,

Autodesk, and more power industry solutions that blend seamlessly with growing industry needs. As an avid technologist she has been recognized as a Forbes NEXT 1000 Honoree, Intel as a Top

Innovator since 2017, and part of the NVIDIA Inception Program. Her contributions in organizations including SMPTE, Real-time Community and CTA help shape standards and educate on the benefits of technology.

Andy Rayner

Andy is Chief Technologist at Nevion, a Sony Group company. As well overseeing technical strategy for the evolution of the company's media solutions, he heads up the Nevion UK technology centre.

Andy is a regular speaker at key global broadcast technology events & conferences. He is a SMPTE fellow, sits on the VSF board of directors and is part of the AIMS TWG. He is an active participant in many standards forums.

Prior to joining Nevion in 2010, Andy was head of the Broadcast Technology at BT. In this role he was responsible for the design of the BT Global IP Media Network and oversaw the development of key video interfacing, monitoring and protection technology.

Andy has filed many patents - both with Nevion & BT. During his time with BT he was awarded the prestigious Martlesham Gold Medal for technical innovation.

Nevion provides award-winning media production solutions to broadcasters, service providers, governmental agencies and other industries.



Alex Redfern

Alex Redfern is CTO of EVS, responsible for the R&D department and overseeing the development and delivery of innovative solutions to customers whilst ensuring technology investments are aligned with the company's business goals. He holds a BSc in Media Technology from Southampton Solent University and brings a wealth of practical experience deploying EVS' products and solutions, as well as designing large-scale EVS systems in live production environments. Alex has worked for EVS for over 15 years having progressed through the Customer Success Team. Before becoming CTO he established and ran the Consultancy Services Team, a global team made up of Solution Architects who delivered creative, workflow-driven solutions. Alex also spent 4 years living in the United States on a mission to establish and build a PreSales team and foster deeper relationships with customers in the NALA region.

Dom Robinson

Dom has spent over 25 years focussed specifically on the complex challenges facing the live 'Streaming Media' market. Today he leads business development for pioneering live streaming software specialists id3as.com where the company specialises in delivery of ultra high-availability, scalable delivery of all elements of live streaming. id3as software has been underpinning much of the financial market fair disclosure live webcast coverage for a decade or more, with numerous significant deployments in broadcast, OTT and webcast arenas, with platforms scaling to many hundreds of thousands of events and reaching many millions of users with carrier grade SLAs.



A pioneer in the sector, he was responsible for the propositioning, architecture, technical design and implementation of many, now well established, online media publishing workflows. He has always had a strong focus on live / linear content delivery, which requires not only a deep understanding of the computational issues involved, but also of intricacies of network provisioning.

He founded the first large-scale Content Delivery Network in Europe. This CDN was pioneering in its focus on driving IP Multicast adoption in the consumer markets, and between 2001 and 2009 it grew to carry over 150m streams each month for clients as diverse as Sky Sports, RT News and over 60% of the UK's Internet Radio. He was responsible for putting the UK Parliament, Number 10 Downing Street, Glastonbury Festivals (for the BBC) and FatBoySlim online; in many cases breaking new ground while doing so, both technically and in terms of providing entirely new consumer propositions. He produced the world's first 3D webcast (for Universal, broadcasting a Keane concert) and coauthored several Patents that now underpin many common media workflows. He also began using Satellite IP for Contribution and Distribution models in 1998, building a satellite-based CDN for Enfocast / Microsoft in 2001/2002 and consulting with Eutelsat and Astra on several of their deployments.

Widely recognised as a sector visionary, he holds several International Awards for his work, and regularly Chairs or speaks at conferences ranging from Cloud TV, SDN/NFV, CDN, Distributed Compute, OTT TV and IPTV. He has been a Contributing Editor of StreamingMedia.com (and its print magazine) for 20+ years, and has been published by Wiley Academic Press.

More recently he founded industry special-interest group www.greeningofstreaming.org which is bringing together industry actors to focus on energy efficiency and sustainability best practice in CDN and video delivery architecture.

Ben Schwarz

As an active consultant, analyst, marketer and blogger, Ben is recognised as an international thought leader in converging media. After ten years in IT at Logica CMG, he became CTO of a music start-up during the Internet bubble. Ben spent the next ten years in telecoms with Orange, aligning to a world with the Internet and launching several media-based services. Since 2008 he has helped international clients with strategy, business modelling, and technology. In 2012, he added communications and PR to his portfolio. He has published over a dozen industry white papers and contributes to several blogs. Ben has worked from within trade organisations on promotion since 2015. In 2017 Ben added blockchain expertise to his skillset. Ben has been a green activist most of his life and is active in several industry sustainability initiatives. He lives in Paris.



April Sotomayor

April works on industry sustainability through development of albert's standards, certification, toolkit and other solutions. April has 16 years of experience in environmental sustainability, with key skills in strategy & programme development, environmental & carbon management, certification, and training. She is a Chartered Environmentalist, full member of IEMA, and a Climate Reality Leader. She is passionate about creating practical, engaging pathways for all to participate effectively in net zero and biodiversity solutions.



Linda Tadic

Linda Tadic is Founder/CEO of Digital Bedrock, a managed digital preservation service. Her over 35 years' experience includes positions at HBO, the Media Archives and Peabody Awards Collection at the University of Georgia, ARTstor, and Pacific Film Archive. She has also taught as an Adjunct Professor at two major graduate programs focused on audiovisual archiving and preservation: UCLA's Department of Information Studies, teaching a course on Digital Asset Management; and at NYU's Moving Image Archiving and Preservation program, teaching a course on Collection Management. Linda consults and lectures on digital asset management, audiovisual and digital preservation, metadata, and the impact of digital preservation on the environment. Linda is the recipient of the 2021 SMPTE James A. Lindner Archival Technology Medal.



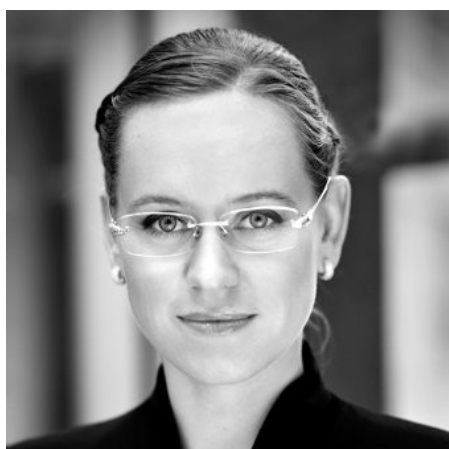
Athena Trastelis

Athena Trastelis is the Senior Manager, Environmental Sustainability for CBC/Radio-Canada. She has been with CBC/Radio-Canada for just over 15 years, beginning in health and safety before moving to the environmental portfolio. As the chair of the Sustainability Steering Committee and a member of the Environmental Governance Executive Committee, Athena is responsible for the corporate environmental program, overseeing the development and implementation of the Greening Our Story strategy. She holds a Master of Health Science from the University of Toronto in Occupational and Environmental Health.



Paloma A. Urrutia

Paloma is an entrepreneur with more than 15 years of experience as a sustainability consultant and strategic advisor for NGOs, Multilateral Agencies, public and private sector. Now, focused on the cultural industries, she is leading the transformation of the audiovisual industry with her projects “Mrs. Greenfilm” and “Fiction Changing the World”.



Birgit Vallmüür

Birgit is the creator of the corporate legacy approach to sustainability leadership. She focuses her efforts on businesses, particularly multinationals, as the Managing Director of a specialist London-based sustainability leadership consulting firm.

She is also represented by Chartwell Speakers as a speaker on sustainability and business.

She has utilized her expertise with listed and multinational companies, has taught management and executive education courses, developed and lead medium-term strategic budgeting and management of a sovereign nation, and advised

governments globally.

Serge Van Herck

Serge brings more than 25 years of industry knowledge and extensive CEO and board experience to the position.

Before joining EVS in September 2019, Serge worked in various market-leading companies such as Newtec, Accenture and Belgacom (now Proximus), playing key roles in the strategic planning and growth of their business. At Newtec, Serge served as CEO, president and shareholder for over 10 years, successfully transforming the company from a regional niche player into a widely recognized industry leader, setting standards and providing complex satellite network solutions across the globe.

Serge is also an avid pilot and sailor—so it's no wonder his motto is "Begin with the end in mind"!



Ellen Williams

Ellen is Director of Advisory & ESG Services at Orion Global Solutions, a Summit Level Salesforce implementation partner. She has over 25 years of experience as a technologist and business consultant, including a role as Regional Development Director at Constant Contact prior to joining Orion. In addition to her background in technology, she added sustainability to her focus and is the Program Manager for all of Orion's customer implementations of Salesforce Net Zero Cloud (carbon accounting & ESG management). Ellen is also an Integrated Reporting Practitioner and Positive Change Ambassador.

Geoff Woolf

Geoff Woolf's 30 year career spans engineering, tech development and project leadership in the media and broadcast sector. Highlights include leading ViLoR, the centralisation and virtualisation of the entire BBC local radio tech stack in 2014, recognised by innovation awards from the Radio Academy and IBC and for which Geoff is the patent holder. Geoff is currently the BBC's Lead Project Manager for Sustainability, enabling the BBC's Technology, Product and Distribution departments realise their sustainability objectives.

