

Telestream Appoints Colleen Smith as Sr. Vice President of Product and Partner Marketing

Nevada City, CA, August 8, 2024 – Telestream, a leading provider of workflow automation, media processing, and distribution solutions, is pleased to announce the appointment of Colleen Smith as Senior Vice President of Product and Partner Marketing. Reporting to Rhonda Bassett-Spiers, CEO, Colleen will oversee the go-to-market strategy and execution, driving revenue growth and enhancing the market presence of Telestream's products and services.

Colleen brings over 25 years of experience in sales and marketing within the software industry to Telestream. Over the past six years, she led the Marketing organization at Avid Technology, where she developed a strong foundation in the media industry and identified growth opportunities. Her expertise in analyzing customer behaviors, sales, and market trends will be instrumental in advancing Telestream's product marketing and innovation strategy, as well as addressing key customer challenges.

As a member of the Telestream executive team, Colleen will also spearhead Partner Marketing efforts, supporting the needs of Telestream's global resellers and cloud delivery partners, and ensuring that Telestream's partnerships align with market demands and customer expectations.

Prior to her tenure at Avid, Colleen served as VP/GM at Progress Software, where she was responsible for building the SaaS/Cloud business strategy and leading the Product and Partner Marketing teams. Earlier in her career, she was VP/Industry Analyst at AMR Research and spent many years leading Sales, Marketing, and R&D teams at Geac/D&B Software.

"Colleen's extensive go-to-market experience and deep understanding of the media industry brings incredible value to our organization," said Rhonda Bassett-Spiers, CEO of Telestream. "Her ability to drive strategic marketing initiatives and foster strong partnerships will be crucial as we continue to expand our market presence, bring more partners into our ecosystem, and deliver innovative solutions to our customers."

"I am thrilled to join Telestream and work with the talented team to drive growth across our cloud, hybrid and on-prem solutions," said Smith. "Telestream is at the core of nearly all media workflows, and the upcoming innovations will be invaluable to our customers as the media landscape evolves. I look forward to contributing to our ongoing success."

About Telestream

For more than 25 years, Telestream has been the catalyst for innovative and industry-defining solutions that have helped thousands of enterprises and professionals deliver engaging and impactful content to their audiences. The company's premier glass-to-glass media processing, production, and distribution ecosystem for cloud, hybrid, and on-premises operations continually

pushes the boundaries of cutting-edge technology to deliver best-in-class workflow automation, quality control monitoring, content management, analytics, and distribution. Leading media and entertainment organizations worldwide rely on Telestream every day for the optimal and reliable delivery of their most mission-critical operations. Telestream is the recipient of countless awards for its video content products and services and is privately held.