

# Telestream Executive Management Biographies

Information Sheet

## Dan Castles—Chief Executive Officer



A Telestream co-founder, Dan has a career of TV industry executive experience. Under his leadership, Telestream has become the recognized worldwide leader in enterprise-class video transcoding and workflow solutions, addressing the numerous video format and device incompatibilities encountered when delivering video over the Internet or within a facility.

Telestream continues to strengthen its position as the dominant industry leader with an excellent track record of growth and profitability. This success has enabled the company to branch out and introduce a line of cross-platform desktop software products and has led to the acquisition of six companies.

Dan was named President of Grass Valley Group (then a division of Tektronix) in 1994, following a sixteen year career at Portland-based Tektronix, where he served as Controller and then as Vice President of the Television Division. Dan holds a B.A. in Business from Washington State University and an MBA from the University of Portland.

## Shawn Carnahan – Chief Technical Officer



A Telestream co-founder, Shawn likes to think of himself as a “blank piece of paper guy” who can start with nothing, invent a concept and architecture, then get his engineering team involved solving development issues. Shawn’s career has been shaped by his ability to recognize technology trends and apply them to the design of products and applications which solve realworld problems.

His career has focused on designing products for the media and entertainment industry, resulting in several patents for products merging video and computer technologies.

What sets Telestream apart from other places Shawn has worked is, “the talents of the people involved and the amount of communication that occurs here that does not occur other places. People take ownership and feel much more a part of the success because of that.” Shawn has a degree in Electrical Engineering from McMaster University in Canada.

## Kyle Ford – President/COO



Kyle is a senior technology executive with 18 years of experience managing global organizations in software and digital media. Most recently, Kyle served as President of Interactive Data Corporation’s Desktop Business, a company that creates software for retail and institutional traders.

Prior to joining IDC, Kyle held senior strategy, operations and sales & marketing roles at Comcast, AT&T Broadband, MediaOne—and the startups Eventbrite and Quantumshift. Kyle’s experience spans strategic planning to operational execution with particular emphasis on go-to-market strategies for new product launches.

Kyle earned a BA in Economics from Stanford University and an MBA in Marketing and Strategic Management from Northwestern University’s Kellogg School of Management. He also served as a US Naval Officer for 4-years following his undergraduate studies.

## Mark Wronski – Vice President of Worldwide Sales



Mark is responsible for managing Telestream’s enterprise direct sales team and distribution network across the world. He brings many years of leadership experience in both sales and corporate management to the Telestream team and is ever passionate about new technologies for the digital media industry. “File based workflow requirements for digital media have evolved from their simple watch folder roots to highly automated, decision-based processes needed to save users both time and labor expenses. Telestream leads the industry in offering these expanded capabilities to the market, and I am excited to be working with our clients in the Americas to deliver them.”

Mark holds a BS in Marketing Management from Bentley University in Massachusetts.

### Scott Murray – Vice President of Marketing



Scott is responsible for Corporate Marketing and the Desktop Products within Telestream. Making and marketing great products and leading teams has been his focus for over 30 years. He loves this business and is thrilled to be part of the Telestream team.

“Video helps people tell their story more effectively. Whether it is entertainment or education, live streaming or on-demand, video is the medium people are using more and more to get their message out. What’s exciting is that Telestream is at the heart of the live and on-demand world for streaming and transcoding.” Scott holds a degree in Industrial Engineering from Cal Poly, San Luis Obispo and has developed software for production switchers, non-linear video editors and disk recorders. He has also held marketing, management and executive positions at Grass Valley Group, Scitex Digital Video and Miranda Technologies.

### Paul Turner – Vice President of Enterprise Product Management



Paul leads Telestream’s global product and market strategy efforts for the company’s enterprise products. With more than 30 years of leadership in the broadcast and video technology industry, Paul’s vision and experience helps the company meet today’s customer needs while addressing new applications with its technologies.

Paul started his career as an engineer at the BBC, and since that time has held engineering and senior management positions both in the USA and the UK at a number of broadcast manufacturers. Paul is currently a member of the Board of Directors for the Advanced Media Workflow Association (AMWA). He received a B.Eng (hons) in Electronic Engineering from the University of Liverpool.

### Anna Greco – Vice President of Client Services, Enterprise Products



Anna is responsible for leading Telestream’s enterprise service offerings worldwide, as well as overseeing the integration and deployment of nextgeneration video transcoding and workflow management solutions. Prior to this position, Anna led Telestream’s enterprise product marketing and business development organization.

She has over 20 years engineering and marketing experience in telecommunications, video transmission systems, network architectures, and computer design. Prior to Telestream, Anna spent 10 years with Tektronix and Grass Valley Group, where she successfully developed business plans for new markets, implemented customer requirements and built strategic relationships with international partners.

Anna has worked in product marketing, strategic marketing and business development for the telecommunications marketplace with a focus on network video delivery. She received her BSEE from San Diego State University, holds three patents in the field of digital video disk recorders and is a member of IEEE.

### Steve Tilly – Vice President of Engineering



Steve, a Telestream co-founder, leads the engineering team through all phases of product development as well as assisting with new product architecture and design decisions. He’s also responsible for managing technical relationships with Telestream partners and customers.

Steve’s favorite part of his job is seeing new products come to market. “These are very sophisticated products that make complex processes easy for our customers to complete.” Steve has 20 years of experience designing and developing multimedia applications for the entertainment, medical and defense industries. Steve received an MSEE from Stanford University and a BSEE from the University of California, Davis.

**Neal J. Petersen – Vice President of Finance and Operations**



Neal is responsible for the overall financial management for Telestream and leads the finance, accounting and production fulfillment teams. He brings 30 Years of diverse experience managing finance and operations, business consulting, valuations, financial reporting, audit and taxation.

Previously Neal held positions as VP Finance, VP Operations and Controller in Manufacturing and Distribution companies, and Senior Manager International Business at Moss Adams SF.

Neal earned a BS in Business from CSU Chico and an MBA in Finance from the University of Edinburgh in Scotland. Neal is a member of the AICPA and holds an active CPA license from the state of California, and a BSEE from the University of California, Davis.

**Jamie Lefebvre – Director of Human Resources**



Jamie is responsible for Telestream's Human Resources and IT functions worldwide, which include overseeing recruiting, hiring, benefits, employee relations, training, career development and IT operations. She brings years of human resource experience to Telestream.

"Telestream provides creative video technology, which offers an exciting environment for our talented staff to achieve both personal and professional goals. I am proud to be part of this innovative team and contribute to Telestream's continued success."

Previous positions include Director, Business Partner and Manager for companies such as Networked Insurance Agents, Western Farm Credit Bank and Grass Valley Group/Tektronix. Jamie is a long-time member of the Society for Human Resource Management, and her education emphasis is in Business Management and Administration.