



Media Alert

Telestream Announces New Sales Organization for the Latin American Region

Nevada City, California, November 8, 2021 — Telestream®, a global leader in file-based media workflow orchestration, media streaming and delivery technologies, has announced its new sales organization for the Latam region to reinforce solid partnerships with broadcasters, production studios, streaming media providers, and resellers in the territory.

As a result, Jose Calles was recently appointed as Sales Director for market development for the company's broadcast business units in Latin America. Based in Miami, Florida, Calles will manage sales for the Telestream-Vantage, TV-Tektronix, Content Management - DIVA/Masstech, business units for all Latam countries except Brazil. With over 33 years of experience in the Broadcast industry, Calles joins Telestream after working as a Sales and Project manager for Leitch, Harris, Grass Valley and most recently with Avid where he received the highest recognitions for his sales-oriented results and market developments.

In his new role, Juanchy Mejia will manage sales efforts for Telestream's iQ business unit working closely with service providers in the northern part of Latin America. Based in Miami Florida, Mejia, who has developed long-lasting relationships with end users and business partners over the years, will carry on building solid partnerships with streaming media providers, and resellers in his territory.

From Brazil, Bruno Bellantuono will now manage all Telestream business units in his home country and also the Telcos and Service providers in the southern part of Latin America. With a vast experience within the Telco world, Bruno also manages key accounts with multiple operations across the continent, such as Telefónica and Liberty Latin America. His drive is to really understand customers' pain points, and his dedication in finding the best solution for them ensures our customers deliver true business value to their organizations.

Calles, Mejia and Bellantuono are directly reporting to Dale Poirier, VP of Ca-La (Canada and Latin America), at Telestream.

"The Latam market is poised for strong growth in both linear broadcast markets and OTT," says Poirier. "With the constant evolution of formats and workflows, it's never been more important for customers to choose a solutions provider that can support their business goals. And as more content creators go direct to viewers, quality assurance and monitoring have become essential."

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About Telestream

For over 20 years, Telestream® has been at the forefront of innovation in the digital video industry. The company develops products for media processing and workflow orchestration, live capture, streaming, production, video quality assurance, virtual events and video hosting, content management, and video and audio test solutions. Available on premises or in the cloud as well as in hybrid combinations, Telestream solutions make it possible to reliably get video content to any audience, regardless of how it is created, distributed or viewed. Telestream is privately held with corporate headquarters located in Nevada City, California and Westwood, Massachusetts.

For company and product information, visit www.telestream.net.

For more information, please contact:

Latin America

Benedicte Fauveau

benedicte.fauveau@allcomms.tv

+55 11 9 8154 1563

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