



## **NEWS RELEASE**

### **Telestream Appoints Benjamin Desbois as Chief Sales Officer**

*Senior VP Appointment Supports Telestream's Global Development & Expansion Strategy*

**Westwood, Massachusetts, February 10, 2020** –[Telestream](#), a leading global provider of digital media tools, quality monitoring and workflow solutions has announced a strategic addition to its senior leadership team. With immediate effect, Benjamin Desbois has been appointed Senior Vice President and Chief Sales Officer for Telestream.

Desbois brings to Telestream almost two decades experience selling to media/broadcast, service provider, enterprise and government customers. He has led sales organizations selling software, hardware, and SaaS solutions. He has driven an integrated sales model combining systems integrators, value added resellers, and direct sales to achieve consistent growth globally.

Previously, Benjamin Desbois worked for [Avid Technology](#) where he led the company's Americas sales organization, after four years in sales management in Europe. Prior to Avid, he spent 11 years in sales leadership and product management roles at [Dalet](#) including Head of Worldwide Business Development and General Manager of the US business unit.

Dan Castles, CEO of Telestream, sees this senior level appointment making a significant contribution to the company's aggressive expansion strategy. "We are offering new business models, expanding our relevance in live and distribution markets, providing for the unique needs of OTT Video and integrating "Tektronix Video" capabilities. We must now make sure that we protect our existing relationships, while we expand our market reach to new customer segments and buying centers," Castles explained.

"To ensure our success, we need sales leadership who understands and has lived through similar transformations, who possesses deep domain expertise in both the media and the service provider markets, and who understands how to leverage indirect channels. Benjamin is somebody whose career we have followed for some time and represents a key addition to the Telestream team," Dan Castles adds.

In addition to English, Benjamin Desbois is fluent in French, Spanish and Portuguese. He graduated from L'Ecole Des Mines De Paris. He lives in Massachusetts and will maintain an office at Telestream's Westwood Facility.

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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](#) and [video quality assurance](#); and [video and audio test solutions](#) that make it possible to reliably get video content to any audience regardless of how it is created, distributed or viewed. Telestream solutions are available on premises or in the [cloud](#) as well as in hybrid combinations. Telestream is privately held with corporate headquarters located in Nevada City, California and Westwood, Massachusetts.

For company and product information, visit [www.telestream.net](http://www.telestream.net).

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