

**Michael Hofer**  
*Chief Financial Officer*

Michael Hofer was appointed as Chief Financial Officer at Grass Valley in 2020. With over 20 years in the world of finance, he has held influential leading roles in global, market-leading companies in the fields of media, access systems and telecommunications. His experience in international and multicultural public and private organizations across North & Latin America, Asia, Australia, and Europe, combined with the five languages he speaks, provide him with unique business insight.

Michael has extensive financial expertise in manufacturing and project business, M&A, integration and restructuring. Most recently, he held the role Chief Financial Officer for Kapsch TrafficCom, a Europe-based telecommunications company providing intelligent transportation and traffic management systems, where he led the finance operations and risk management function for the entire Americas region. In this position, he effectively oversaw the financial strategy, management, analysis and reporting for hundreds of simultaneous projects while the organization grew over 300%. He also held positions at Sony where his focus was on Sony Music manufacturing in the APAC region.

A certified public accountant of the American Institute of Certified Public Accountants, Michael holds a PhD, an MBA in Finance, an MSA in Accounting and an advanced certification in Organizational Leadership from The Wharton School of Business. His honors include the Elijah Watt Sells Award from the AICPA in 2011.

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For information about Grass Valley solutions and services, please visit [grassvalley.com](http://grassvalley.com).



## **About Grass Valley**

We love live! Grass Valley is the leading technology provider for the live media and entertainment market. We work with 90% of the world's major media brands, powering their media centers, mobile production units, 24-hour newsrooms, and sports streaming platforms. As the number one trusted partner in media technology, we enable content owners and service providers to create and deliver compelling live experiences in the most efficient way.

Whether it's IP-native cameras or state-of-the-art cloud production platforms, we're at the forefront of groundbreaking live media innovation. We continue to pioneer market-leading advances based on cloud and software efficiency to transform live content for the streaming era today and in the future.

Headquartered in Montreal, Grass Valley has been engaged in the media technology business for over 60 years. [grassvalley.com](http://grassvalley.com).

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**Media/Industry Analyst Relations:**

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