

Neil Maycock

Chief Marketing Officer and General Manager, Playout

Neil joined Grass Valley following Belden's acquisition of SAM (Snell Advanced Media) and its incorporation into the Grass Valley business in February 2018. In this role, Neil is part of the Grass Valley senior management team, responsible for marketing the company's advanced portfolio of broadcast ecosystem solutions and driving its global market leadership.

Neil has extensive industry expertise built up from over 20 years' working in senior positions for some of the most innovative and transformational technology companies in the broadcast industry. These include the position of EVP & General Manager at SAM and prior to this he served as President of the Americas at Pro-Bel. He has a history of successfully leading companies through mergers and building brands in complex broadcast markets. Neil played a pivotal role in the evolution of Grass Valley into an industry leading hardware and software provider and the rebrand of Quantel and Snell into SAM (Snell Advanced Media).

Neil's expertise in leading the transformation of major broadcast technology brands is underpinned by his deep technology expertise and solid foundation in the broadcast and professional video market. During his time at Snell he held the roles of Chief Architect from 2010-2014 and Chief Technology Officer between 2003-2006.

Neil holds a BSc in Electronic Engineering from the University of Essex and is a Fellow of the IET, Chartered Engineer, and a Fellow of the Institute of Directors. He also serves on the IBC Council.

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For information about Grass Valley solutions and services, please visit grassvalley.com.

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About Grass Valley

Grass Valley's end-to-end ecosystem of reliable, open standards-based solutions helps content creators, broadcasters and media organizations to produce brilliant content and build successful media businesses.

We are the trusted partner to many of the biggest and most creative names in the media and entertainment business, enabling the production of rich, high quality content that brings the viewer closer to the action; engages them with the story and connects them with each other.

Headquartered in Montreal, Grass Valley has been engaged in the media technology business for 60 years and is owned by Black Dragon Capital.

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Media/Industry Analyst Relations:

Elaine Tipping elaine.tipping@grassvalley.com +1 530-265-1183

Beth Clark beth@platformcomms.com +44 (0)20 3219 5836

