

Neil Maycock

Chief Marketing Officer (CMO)

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.



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.

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