

**Michael Cronk**

*Vice President, Advanced Technology*

Michael Cronk is Vice President of Advanced Technology for Grass Valley. Michael guides the critical development of Grass Valley's next generation core technologies for both cloud and on-premise topologies including Grass Valley's innovative, new Agile Media Processing Platform (AMPP). Michael serves Chairman of the Board for the Alliance for IP Media Solutions (AIMS) – an organization dedicated to the promotion of open standards and specifications for the media and entertainment industry.

Michael previously served as Senior Vice President of Strategic Marketing between 2015 and 2016, driving Grass Valley's product roadmap and strategy.

Michael rejoined Grass Valley in February 2013 as Senior Vice President of Marketing and Product Line Management where he was instrumental in the turn-around of the company prior to its acquisition by Belden. Mike was also with the company between 1989 and 2008 and held a number of growing roles over that period including General Manager of the Server and News business, as well as Vice President of Marketing. During his previous tenure with the company, Michael led the identification and implementation of Grass Valley's expansion strategy into the adjacent markets of news and sports entertainment. These segments grew to represent over 50 percent of the server business.

Prior to rejoining Grass Valley, Michael was founder and CEO, of Nmera, where he developed and implemented business strategy, which enabled the startup to compete in deals and win accounts from billion-dollar, established competitors at end-user accounts such as Google.

Mike holds both Bachelor's and Master's degrees in Electrical Engineering from the Massachusetts Institute of Technology.

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