

Michael Cronk

Vice President, Strategic Marketing

Michael Cronk is Vice President of Strategic Marketing for Grass Valley. Michael is responsible for working across Grass Valley and the industry to guide the strategic direction of the company. Michael also founded and serves as 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 Vice President of Advanced Technology from 2016 to July of 2021 where he led the conception, development and market introduction of Grass Valley's next generation technology platform, the Agile Media Processing Platform (AMPP). Prior to that Michael served in critical executive roles spanning two decades including as Senior Vice President of Strategic Marketing, General Manager of the Server News business and VP of Marketing.

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.

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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 over 60 years and is owned by Black Dragon Capital.

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