

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.

**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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