



GLOOKAST expands team by hiring marketing & pre-sales professionals

Davie, FL, USA, November 7, 2017 – GLOOKAST, innovator in MXF workflow solutions for broadcast, drama production, and business continuity, is pleased to share 3 announcements that further expand our geographic footprint, as well as ensure our continued commitment to providing our clients and partners with preeminent resources.

1. Nicola Wright has joined our team as Director of Marketing Communications. With experience providing the full spectrum of marketing services to a number of IT organizations, Wright joins GLOOKAST from SGL where she held the position of Marketing Manager and was responsible for all marketing activity. Based in the UK, Wright will continue to develop and lead GLOOKAST’s global marketing strategies.
2. Henrik Dudek has assumed the role of Global Director of Pre-Sales & Business Development, from his previous position of Manager, Media Workflows & Solutions Design. In his new position Dudek will continue to drive sales within the EMEA territory, where he has already been responsible for a number of key sales, alongside this he will also be responsible for the management of GLOOKAST’s Pre-Sales organization.
3. Our Pre-Sales coverage is further expanded and strengthened with the addition of Argus Rosenhaim assuming the role for Latin America. The combined broadcast and technical capabilities of Rosenhaim and Felipe Gonzalez, who will take responsibility for North America, will ensure GLOOKAST’s first class pre-sales solutions contribute to the company’s future success.

“We are confident these key appointments to our team will bring a wealth of industry knowledge and technical experience that will prove beneficial not only to our organization, but also to our clients and partners.” said Guilherme Silva, Co-founder and CEO at GLOOKAST. “Needless to say, the entire GLOOKAST team is thrilled to have Nicola and Argus on board, and extremely excited for Henrik’s and Felipe’s developments within our team.”

About GLOOKAST

Established in 2009, GLOOKAST is redefining MXF-based broadcast, drama production, and business continuity workflows. Glookbox and Glookport family of products were developed from ground up with key capabilities to address news, sports, archive, disaster recovery, and post-production workflows. With a set of modular and highly customizable tools, GLOOKAST makes implementation of true multi-format, multi-resolution workflows a reality. GLOOKAST products are widely used by broadcasters, content producers, universities, and postproduction facilities in the USA, Latin America and Europe. For more information: www.glookast.com.