

PAY TV – TECHNOLOGY AND SERVICES IN THE STREAMING ERA

As OTT services are growing, the PayTV industry is in rapid transformation, becoming a converged entertainment media hub, supporting multiple formats, devices, and fully personalized. The purpose of this panel is to share the experience of key executives who have participated and actively contribute to such evolution, highlighting the strategies adopted by major Pay-TV operators worldwide.

Chair: Claudio Borgo - Diretor de Engenharia de TV Digital – Claro Brasil

Speakers:

- **Javier Garcia** - Head of Sales for Latin America | Verizon
- **Gabriel Mandelbaum** - CEO and co-founder of Spideo
- **Gary Brust** - Director of sales, Latin America & Caribbean - Irdeto



Chair: Claudio Borgo - Diretor de Engenharia de TV Digital – Claro Brasil



Javier Garcia - Head of Sales for Latin America | Verizon

He has constructed and deployed highly complex technological process & solutions that have manifested in businesses in generating more revenue, controlled expenses and effectively and efficiently be safer and more secure. In 2013 he laid the entire framework for what is known today as the VDMS Latin America Region. In 2011 prior to joining VDMP, he was a Sales Director for the West Region at Verizon Wireless. During his tenure here he restructured the sales organization in order to effectively improve performance and deploy the go-to-market strategy for complex mobile products.



Gabriel Mandelbaum - CEO and co-founder of Spideo

Gabriel Mandelbaum is CEO and co-founder of Spideo, the personalization toolbox for creative industries. Before founding Spideo in 2010, Gabriel was head of Digital at Zodiak Entertainment, a leader TV production company (now part of Banijay group), in charge of web, mobile and new media production and distribution. With his co-founders, Gabriel decided to create Spideo in order to provide powerful content discovery tools to broadcasters and Pay-TV providers, as their universe started to change, facing the streaming revolution. When he's not travelling the world, meeting customers and negotiating new deals, Gabriel is in Paris, his hometown and headquarters, along with his team and family.



Gary Brust - Director of sales, Latin America & Caribbean - Irdeto

Gary Brust is a veteran of sales and marketing in the global Telecom and Service provider industry segment. Starting at Scientific-Atlanta (sold to Cisco) he opened the cable TV products market For S-A in Latin America in the early 90's and then ran ADC sales for LatAM as its RVP. Subsequently Brust alternated between C-Level roles in North America at Terayon and Concurrent to business development and product roles, LatAM focused at Arris and Cisco - both as consultant and employee. Prior to joining Irdeto as Director of LatAM sales, Brust led sales and marketing for Deep Fiber Solutions. He holds a BS ISyE from Georgia Tech and attended the University of Belgrano in the MBA, Strategic Management program.