

THE SECRET OF SUCCESS IN MEDIA PRODUCTION: A FULLY INTEGRATED WORKFLOW

Media production teams must be able to produce high-quality content quickly and efficiently, from capture to publication. A fully integrated workflow solution can help broadcasters and post-production teams achieve this by providing a seamless and efficient way to capture, edit and deliver content. This presentation will showcase a fully integrated workflow solution developed by Ross Video, SNS and Adobe.

Moderator: Carol Alberto Correia Garcia, Engineering Manager - Bandeirantes Radio and Television

Speakers:

- **Felipe Gonzalez**, Business Development Manager Latin America | Ross Video production workflow
- **Diego Buenaño**, Sales Director, Latin America at Studio Network Solutions (SNS)
- **Luis Bechtold**, Strategic Manager - Adobe Systems



Carol Alberto Correia Garcia, Engineering Manager - Bandeirantes Radio and Television

Electrical Engineer and Production Engineer from FEI, has been working in the television and content production market for 18 years, managing and leading implementation, integration and operation processes of integrated systems such as MAM, automation, video servers, graphics, among others. Participated in events such as the World Cup and the Olympics with the usability and applicability of these solutions. Acts as engineering manager at RTV Bandeirantes, leading the technical areas of systems, implementation, media center and exhibition center, operationalizing and guiding the broadcaster's workflow, between the areas of journalism, sport and entertainment for a better production and delivery flow. of content.



Felipe Gonzalez, Business Development Manager Latin America | Ross Video production workflow

I am an Audio Engineer at my core, but as part of an evolution in my professional journey, I became a Digital Media Engineer after spending the last 25+ years in the Post Production, Education and Broadcast markets, now working as BDM (Business Development Manager) for Latin America at Ross Video, in the Production Workflow Group. As BDM for Latin America, I have worked with the Sales and Marketing teams to

create localized documents in Spanish and Portuguese, demonstration videos and worked shoulder to shoulder to promote new products in the region.



Diego Buenaño, Sales Director, Latin America at Studio Network Solutions (SNS)

Diego Buenaño is the Director of Sales for Latin America at SNS, the creators of EVO shared storage and the award-winning EVO Suite. In his 20+ years of experience serving creative communities in Latin America, he has worked as a Creative Director and Consultant in the Broadcast, Production and Post-Production markets, where he designed and implemented workflows for creative teams. He continues to advise on workflow solutions in his role at SNS.



Luis Bechtold, Gerente Estratégico - Adobe Systems

Currently leading Adobe Strategic Development of Adobe Creative Cloud Enterprise SaaS Solutions with Enterprise Customers and Industry Partners to accelerate business growth and product innovation. Client-focused leader with over 20 years of experience in the Digital Media and Entertainment Industry.