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TITLE

Transforming Media Production: The Future of Cloud-based Workflow

ABSTRACT

Post production in the cloud must become more than just the lift and shift of tried and true workflows into a different infrastructure. It represents entirely new ways to collaborate and achieve operational agility. Cloud has already begun solving the strategic needs of today and tomorrow, but there remain many significant challenges. What are the best practices for moving media workflows to the cloud? How can media enterprises leverage public, private and hybrid cloud workflows to get on the path to greater efficiencies? Learn how leading customers are pioneering cloud-based media workflows.

BIOGRAPHY

Gary Green is on a mission to combine new technology with a dose of innovation to help customers eliminate their daily pains and get their jobs done faster. (And, of course, do it all for less.) With an engineering degree from Rensselaer and an MBA from UMass Lowell, he has spent over 25 years helping companies--ranging from early stage startups to large high-tech corporations--introduce new products that solve large problems in new ways. Most recently, Gary led Avid's effort to define and commercialize the industry leading, award-winning Avid NEXIS storage product line. He is currently focused on Avid's effort to extend the MediaCentral Platform into the cloud with new cloud-based applications, media services, and infrastructure on demand.