



## **Synamedia Grows its Leadership Team with Sabine M. Bravo, Joseph A. Sheehan and Kostas Stavrianos**

**SAN FRANCISCO and LONDON – Wednesday, July 10<sup>th</sup>, 2019** – [Synamedia](#), the world's largest independent video software provider, has expanded its executive team with the appointment of industry pioneers Sabine M. Bravo as Vice President, Business Development; Joseph A. Sheehan as Head of U.S. Media, Telco and Web; and Kostas Stavrianos as Head of U.S. Cable.

Bravo, Sheehan and Stavrianos will work closely with Synamedia's leaders to drive strategic sales and business development across multiple verticals and regions. Bravo will manage key partners and sales operations internationally for the Video Processing portfolio. Sheehan and Stavrianos will focus their efforts and expertise on Synamedia's customer base in the United States, where they will develop customer engagement plans and partner with Strategy and Product Management organizations on the product portfolio and roadmap.

Hailing from management roles at MediaKind and Ericsson, Bravo brings to Synamedia years of expertise in strategic alliances and business strategy. Prior to these roles, Bravo worked in sales and product marketing at Dolby Laboratories, where she led the professional product and licensing strategy and engaged with key broadcasters and professional manufacturers to identify key product developments for the media industry. Her previous work on developing and growing businesses for different parts of the media ecosystem will be invaluable as Synamedia looks to expand its product portfolio to meet customers' needs and close key opportunities in new market segments.

Sheehan will lead sales for the media, telco and web segments at Synamedia. He joins from Nevion, where he was VP Strategic Sales and Business Development and led the IP conversion and orchestration of media networks. Prior to Nevion, Sheehan was Senior Sales Executive at Ericsson, where he was responsible for the TV and Media Portfolio for service providers and media companies. Sheehan's 20+ years of media experience and demonstrated ability to establish strong client relationships at all levels will be key in his role overseeing customer negotiation processes at Synamedia.

Stavrianos joins Synamedia from Imagine Communications, where he oversaw executive sales across the U.S. and Canadian MVPDs, telco and broadcast industries. Prior to Imagine Communications, Stavrianos held various sales, product development and advisory roles at Humax USA/ SMC Networks and Comcast. Stavrianos' entrepreneurial and technical accomplishments in channel and product environments within the North American telecommunications industry will align well with his leadership role at Synamedia, where he will own executive level relationships across the customer base.

Along with Joseph A. Sheehan, Stavrianos will lead the teams responsible for the full suite of Synamedia's products and services to customers in the United States. These encompass the Infinite Video platform, cloud DVR, video processing, video security and client software; and end-to-end video services spanning advisory, delivery, implementation, training, system integration and customer support.

“I am excited to work with established industry peers at Synamedia and to become a key player in the company’s Video Processing business development team,” said Sabine M. Bravo, Vice President, Business Development at Synamedia.

“I look forward to bringing my experience in the media and telecommunications industry and a strong track record of results to Synamedia,” said Joseph A. Sheehan, Head of U.S. Media, Telco and Web.

“Synamedia’s proposition for delivering innovative solutions and services is unlike any other, and I am eager to contribute my expertise in customer retention and management to the U.S. Cable team,” said Kostas Stavrianos, Head of U.S. Cable.

Dave Longaker, Synamedia’s Senior Vice President and General Manager in the Americas, said, “We are thrilled to have onboarded best-in-class industry professionals to the Americas and global teams. In less than a year since its launch, Synamedia has already helped service providers around the world deliver, protect and monetize video content, and we look forward to working with Sheehan, Stavrianos and Bravo to further ensure that Synamedia’s customers have access to the most advanced technology for fast and efficient video content delivery. Their technical prowess and business acumen are second to none, and their deep understanding of the media, cable and telco landscapes will help us to continue to deliver on our mission to help customers transform their businesses in a new world of infinite entertainment.”

### **About Synamedia**

We’re helping service providers around the world to deliver, protect, and monetize video content so they can win in the age of Infinite Entertainment. We do that with the world’s most complete, secure and advanced end-to-end open video delivery solution. And we’re trusted by over 200 top satellite DTH, cable, telco and OTT operators, broadcasters, and media companies.

Synamedia is backed by the [Permira funds](#) and Sky.

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