

2009 Creative STORAGESM CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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David Sallak, New Media Architect, Midwest Media Group

BIOGRAPHY

David Sallak is a New Media Architect with Midwest Media Group who designs workflows for clients adapting to change in the transition from tape-based to file-based video production and distribution. A broadcast and post-production veteran of many years, David provides his education and more than a decade of experience in media creation and distribution tools to leverage technology as a means of improving business responsiveness to new media and revenue opportunities in a challenging economic environment. Beginning in 2007, David worked with Gallery UK as the lead architect to deploy the SIENNA broadcast workflow system at several major clients such as Playboy, Tribune and Turner Studios as a powerful and cost-effective integration of Media Production with News Control Systems and broadcast ingest and playout tools.

Prior to Midwest Media Group, David spent over five years as a web project manager and lead communication designer for Motorola and Lands End. Today David offers a wide range of experience designing workflows for the world of open-standards and proprietary systems products that must work together for the benefit of media production companies desiring to improve their image while managing their costs. To contact David Sallak, please visit his company website <http://www.midwestmediagroup.com>