

2016 Creative STORAGESM CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



David Rice, Business Development Manager--Media, Cisco

BIOGRAPHY

David Rice manages Business Development within Cisco's broadcast, media and entertainment organization.

Having worked at the forefront of Cisco's efforts in bringing content provider solutions to market over the past six years, David has led deployments of Cisco's broad portfolio of broadcast, digital media, content security and data center services for top global media companies.

He is actively involved in Cisco efforts associated with broadcast technology migrations to IP and ecosystem partner collaboration. In addition, David is leading business development efforts for Cisco Infinite Video, a fully managed application and video delivery platform in use by top global media and broadcast clients. Prior to Cisco, David held executive positions at OTT/digital media leaders Brightcove (Unicorn Media), Move Networks, Limelight Networks and Akamai.

He holds business degrees from Brigham Young University and Loyola University, Chicago.