



Globecast expands sales team appointing Neil Butterfield Director of Sales Latin America

Paris, 02 Nov 2016 — Globecast, the global solutions provider for media, has today announced the appointment of Neil Butterfield as Director of Sales for Latin America. Butterfield is the first of several appointments to be announced by the company in the coming weeks and reflects a refreshed approach to the Americas markets as Globecast continues to expand.

Butterfield, who's fluent in Spanish, Portuguese, and English, is based out of Globecast's Miami office, and is responsible for expanding Globecast's customer base in the broadcast, program and service provider markets throughout Latin America.

For the past decade Butterfield has held a variety of roles with Intelsat, most recently as Senior Product Specialist, Media Product Management. Prior to that, he was a Media Contribution Specialist with the satellite operator. He has previously worked for PanAmSat and the Associated Press.

Butterfield said, "I'm excited to join Globecast and I'm looking forward to contributing to the company's growth in Latin America. Globecast's commitment to the market and the infrastructure it has in place to support our customers makes Globecast a clear choice for media management, satellite communications and IP-based services."

Eddie Ferraro, Managing Director at Globecast Americas, said, "Neil's fluency in both Spanish and Portuguese, his track record with the industry and his enthusiasm make him a very welcome member of the team. Globecast is more powerfully positioned than ever to serve the Latin American market."

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About Globecast

Globecast increases broadcaster's profitability by providing highly efficient media management, distribution, monetisation and contribution solutions. We enable our customers to reach any audience on any platform globally, including OTT, satellite and cable, while only delivering content to Globecast once. Globecast provides a seamless global service with expertise and operational facilities on the ground in London, Paris, Singapore, Los Angeles, Rome, and Johannesburg, with Media Centers – featuring full media management and playout services – in London, Singapore, Paris and Los Angeles. Our global approach allows customers to contract once for a turnkey end to end global solution tailored to support their business objectives.

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