



PRESS RELEASE

Streamroot Appoints Chief Commercial Officer to Accelerate its Growth

The industry leader in next generation HTML5 streaming technologies strengthens its management team with a seasoned commercial executive to accelerate growth.

New York & Paris, June 16, 2016. [Streamroot](#) announced today that [Robert Gribnau](#) has joined the company as Chief Commercial Officer. In this newly created role at Streamroot, Robert will oversee global commercial efforts focusing on acquiring and managing new media, service provider and enterprise customers.

A seasoned technology executive, Robert has over 15 years of experience in commercializing CDN and advanced video delivery solutions. Prior to joining Streamroot, Robert served for five years as VP of Global Sales at Octoshape, the IP multicast delivery provider that was acquired by Akamai Technologies in April 2015.

Previously, Robert started the US and European offices for CDNetworks (acquired by KDDI in 2011) and built out globally operating sales teams for content delivery providers Speedera Networks (acquired by Akamai in 2005), VitalStream (acquired by InterNap in 2006) and Microsoft Europe.



"I am excited to join Streamroot at a time when demand for HTML5-based streaming is skyrocketing. Media companies and network service providers are seeing double-digit growth in their overall traffic, fueled by both higher usage and a demand for higher quality bitrate. Enabling a higher Quality of Service (QoS) while keeping cost under control is proving to be challenging via traditional content delivery networks. Streamroot's technology helps companies increase QoS for all online video while reducing operational expense by as much as 80%. That's a powerful value proposition."

Streamroot CEO Pierre-Louis Théron adds, “Robert is an excellent addition to our team. As our solution quickly gains traction, we are poised to capture this exponential growth, and are proud to have someone of his caliber heading our global sales team. Robert brings extensive industry experience, a solid background in cutting edge content delivery technologies and a shared vision of the power of innovative HTML5 technologies. His leadership will be key for our growth.”

Robert’s arrival comes on the heels of several other strategic hirings both in the core product development team and customer success. Bringing together industry veterans and bright new talent, Streamroot aims to achieve its ambitious multi-device strategy and sales goals that will ensure its leading position on the market.

About Streamroot

Streamroot’s next-generation HTML5-based video optimization technology helps broadcasters deliver lightning-fast streams to a global audience. Its state-of-the-art hybrid delivery solution combines the best of a controlled, centralized network with the resilience and scalability of a widely distributed delivery architecture. Streamroot works by creating a secure and coordinated mesh network of viewers watching the same content at the same time, providing video segments from the source that can provide them most quickly and thereby diminishing stress on saturated servers. With Streamroot, content providers can reach their audiences more efficiently, ensure better quality of service, and naturally scale to increasing demand across the world.

Streamroot is DRM agnostic, plugin-free for viewers and integrates seamlessly into broadcasters’ existing workflows. Founded in 2013 in France, the company today benefits from VC funding and serves premier media groups from its Paris and New York offices.