



Net Insight appoints Chris Myers as SVP of Sales Americas

Stockholm, Sweden – Net Insight has appointed Chris Myers as SVP of Sales Americas with a clear mandate to drive commercial execution and strengthen strategic customer relationships across the region.

Chris Myers brings more than 20 years of senior leadership experience across broadcast, media, and cloud-based video services. He has built and led revenue and business development teams serving Tier-1 broadcasters, streaming platforms, and major sports organizations worldwide.

Most recently, Myers served as Chief Revenue Officer at LTN Global Communications, where he helped scale the business into a global IP video and SaaS provider. His background also includes executive roles at Encompass Digital Media and ABC News, with responsibility for global live production and news gathering operations.

In his new role, Myers will lead sales strategy and execution across Net Insight's media portfolio in the Americas, working with customers and partners to support live production, contribution, and distribution at scale.

"The Americas is a strategic growth area for Net Insight and we are thrilled to welcome someone with Chris' caliber to lead our Americas business going forward," says Andreas Eriksson, CEO of Net Insight. "Chris has a proven track record of scaling businesses in our part of the media industry and a deep understanding of our customers business that will help our customers modernize their media networks with confidence."

"Media organizations need to scale efficiently without compromising performance," says Chris Myers. "Net Insight is well positioned to support that shift, and I'm looking forward to working closely with customers across the Americas."

For further information, please contact:

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About Net Insight

Net Insight (Nasdaq: NETI B) provides the highest performing, most open video transport and media cloud technology for content providers as the industry standard for flexibility and service across live contribution, distribution and remote production media workflows.

For over 25 years, the world's leading content owners, broadcasters, production companies, service providers and enterprises have trusted Net Insight's Emmy® Award winning Nimbra technology to guarantee media delivery. Today, Net Insight partners with hundreds of customers in over 85 countries to ensure media flows across managed and unmanaged IP networks, and the cloud – from anywhere, to everywhere. It enables customers to get the best from any mix of virtualized, cloud and IP technology and is the only platform to support all the major industry standards, protocols and clouds.

Net Insight also provides time synchronization for 5G and other critical networks. The innovative Zyntai solution improves network resilience, and reduces costs and deployment time.

For more information, please visit netinsight.net

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Image Attachments

[Chris Myers SVP of Sales Americas Net Insight](#)

Attachments

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