

RE:FINE BEEFS UP OPERATIONS WITH NEW HEAD.

September 2012

Content processing and re-purposing business **re:fine** has hired **Sarah Wallis** as **Head of Operations**.

Wallis is a Broadcast Post Production and Digital Media Services executive with broad experience in both technical roles and management positions.

Her most recent positions have been in Business Development Roles at JCA.tv, Technicolor and BBC Studios and Post Production.

The role is designed to oversee all Operational Areas within the facility, to help grow the business and provide a bridge between staff and client relationships.

Reporting directly to the **Managing Director** at re:fine, **Yives Reed**, the role adds an extra layer of support at a time of rapid growth for re:fine.

Symon Roue, CEO of re:fine commented on his new recruit: 'Sarah is a great addition to team re:fine. She brings a wealth of industry experience and a strong client focus to operations. Sarah as part of the senior management team will be managing a team of over 30 people in the digital, video, warehouse, library, authoring and ingest departments of the business. We're very proud to have her on board.'

About re:fine

re:fine provides cost effective media asset management solutions to broadcasters, production companies, TV distributors and multichannel operators.

re:fine's state-of-the-art, automated, content-management system controls the entire content flow, from ingest through digital archiving to multiplatform content streaming and playout.

re:fine's media management solutions are supported by superior infrastructure, connectivity and flexible customer service.

For further information, please contact:

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