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Southpaw Technology Hires Media Veteran; Opens Los Angeles Office

Open Source Technology Company Hires Broadcast Workflow Expert to Head Product Development and Opens Los Angeles Office

Toronto, Canada – Feb 04, 2014 – [Southpaw Technology](#), the creator of TACTIC, a leading open source digital asset management (DAM) and workflow technology, announced today that it has hired broadcast workflow veteran Peter Tanner as head of product development. In his new role, Tanner will drive the development of new Southpaw product modules built on the [TACTIC platform](#) and focused initially on broadcast clients, as well as solutions for the wider enterprise market. In addition, the company has opened a US office in Los Angeles (El Segundo) to facilitate growth of Southpaw’s expanding US enterprise client base.

Peter Tanner is a television broadcast veteran, with extensive experience in developing and managing digital workflows. For the past 13 years, Peter has been honing his skills at Bell Media’s CTV as the Manager of Media and On-Air Services. In that role, Tanner collaborated with internal departments and productions to design digital tapeless workflows, and set the Bell Media digital standard for file-based content delivery and transport internationally. His systems were notably instrumental in the successes of the 2012 Summer Olympics, the 2010 Winter Olympics, and the MuchMusic Video Awards.

“I’m thrilled to join the Southpaw team and to help them mold their technology into solutions that meet the needs of broadcast and other markets,” said Tanner. “Of all of the DAM solutions on the market, Southpaw has created something completely unique: an open source solution that puts all of the workflow and DAM tools in the studio’s hands. I’ll be using those same tools to design out of the box modules for multiple markets, starting with broadcast.”

In addition to the new hire, Southpaw has also opened an office in Los Angeles (El Segundo) to bring its sales, service and support operations closer to its US customers. Opening of a Los Angeles office solidifies Southpaw’s commitment to growing its US customer base.

“Toronto is where we founded the company and remains the base of our operations, but Los Angeles is an important hub for our US customer base, and a launching pad for our growing

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operations in the USA,” said Gary Mundell, CEO of Southpaw Technology. “Between the two offices, we will be better able to serve customers globally.”

For more information about TACTIC, please email info@southpawtech.com or visit www.southpawtech.com.

About Southpaw Technology Inc.

Southpaw Technology provides production asset management solutions to the media & entertainment and enterprise markets. Available as a web-based solution for Mac OSX, Windows and Linux, TACTIC combines all the asset and production management functionality that teams, departments and companies need to keep digital productions on track and on budget, including asset management, project management, workflow management and communication tools. Customers include Proctor and Gamble, Lockheed Martin, Viacom, Nissan, Turbine Inc., Bell Helicopter/Textron, Blohm and Voss Naval, Legend3D, 2G Digital, Inhance Digital, ToonBox Entertainment and more. For more information, please visit www.southpawtech.com.

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