

The Silvertrak logo consists of the word "Silvertrak" in a white, sans-serif font, set against a solid red rectangular background.

## DORON POZNIAK JOINS SILVER TRAK DIGITAL

The Silvertrak logo consists of the word "Silvertrak" in a grey, sans-serif font.

As corporate sales executive

As part of the company's continued expansion into new markets Doron Pozniak, one of the sports and event marketing industry's best-known and respected professionals, has joined Silver Trak Digital as corporate sales executive.

Pozniak is known as a highly accomplished and performance-focused sales manager with over thirteen years of proven successes in delivering a wide range of live distribution, archive and production services for high profile media organisations.

Most recently Pozniak enjoyed considerable success as sales manager with IMG Media where he was solely responsible for managing sales of IMG Media live broadcasts and their programming catalogue for events and organisations including Wimbledon, The English Premier League, English FA Cup, Italian Serie A soccer, The Open Championship, Rugby World Cup and the Olympic Archive.

He also played a major role in negotiating and concluding the Football Federation Australia six year live rights agreement and set up Silver Trak's own Media Room asset management system within IMG in order to deliver critical broadcast files to clients around the globe.

Silver Trak COO Christian Christiansen said, "Doron has a proven track record of marketing and selling sports archives, driving business growth and forging strategic alliances with key sporting federations throughout the world. He is widely recognised for his commitment, integrity and focus on achieving consistently outstanding results. He is a great asset and addition to the Silver Trak team."

Having launched Media Room version 3, a great tool for sporting organisations, events and codes wanting to take increased control of their own content so they can monetise it and engage with their audience in new and exciting ways, Pozniak's appointment comes at a key time within the sports industry.

As a result Pozniak's new role at Silver Trak sees him working alongside Christiansen to nurture relationships, develop new opportunities and promote Silver Trak Digital solutions - in particular the highly-acclaimed Media Room 3 - through his global sporting club and association network.

On his new appointment Doron Pozniak said, "Silver Trak Digital are game-changing trailblazers in the world of digital content management and distribution and Media Room 3 is a simply brilliant asset management solution. Joining Silver Trak now at this time when the sports media technology landscape is changing at a rapid pace is not just exciting but an incredible opportunity."

### Contacts

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