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## **StreamGuys Expands Executive Team with its First Vice President of Sales and Marketing**

*Megan Killion brings 15 years of business development, demand generation and strategic marketing experience, and a gift for transitioning businesses from technology to sales-focused organizations*

**BAYSIDE, CALIFORNIA, May 19, 2022** – StreamGuys continues to add new talent throughout the company, with recent hires in sales, technical support and software engineering to align with its business growth. Today, the company proudly welcomes Megan Killion as Vice President of Sales and Marketing – a newly created executive-level position that signals an evolution in sales philosophy. Reporting to StreamGuys President Kiriki Delany, Megan will develop strategic initiatives that build a stronger sales culture across the organization, with an emphasis on driving new business and increasing close rates.

Megan brings 15 years of B2B technology sales and marketing experience to StreamGuys, with strong pedigree in global business development, lead generation, corporate partnerships and market expansion. She has worked closely with StreamGuys through previous executive positions at CacheFly, a CDN network where she served as Vice President of Strategic Sales and Marketing; and at her own MKC Agency, where she worked with StreamGuys on branding and outbound marketing initiatives.

These experiences, along with previous similar positions Ericsson UDN and long-term consultancies with Mutable, Reblaze, and StackPath, provide Megan with a broad knowledge of the technology infrastructure that StreamGuys excels in across the CDN, cloud, edge computing and streaming universe. More importantly, she knows how to translate product and technology language into sales success for new and existing clients, and move successful companies like StreamGuys into lucrative new markets.

“StreamGuys has an innovative portfolio of technology with rich feature sets, and a technical and customer support team that is unmatched,” said Killion. “One of my goals is to help StreamGuys productize and market the existing features and services they offer, and develop a clear roadmap on how they come together to better support customers. That includes bringing that roadmap to mid-to-large enterprise businesses that aren’t yet familiar with the company.”

Megan adds that she is “hyper-focused on pipelines,” which helps to increase close rates by establishing a productive sales motion. That is only possible upon building a sales-oriented business culture. “My experience working in the technology space suggests that few companies really understand why they

need both a strong sales culture and engineering vision. StreamGuys has both excellent sales and engineering teams in place, and they work very hard to service their customers and deliver on the technology promises they make. I am excited to bring these operations even closer together.”

Megan caught the attention of Kiriki Delany and other executives at StreamGuys while partnering with CacheFly on an ultra-low latency streaming technology, which she productized and took to market for CacheFly. They were also impressed with her strong sales acumen: Megan quadrupled revenue for CacheFly in her 18 months with the company.

“We recognized firsthand what Megan brought to CacheFly’s sales culture while the StreamGuys team implemented this technology,” said Delany. “We believe her expertise will introduce StreamGuys to a much wider base of customers, both inside the broadcast media space and within new markets including sports, worship and corporate enterprise. There is a largely untapped market for audio and video services in podcasting, live streaming and cloud distribution across these markets that we are poised to capitalize on with Megan’s vision in place.”

#### **About StreamGuys, Inc.**

In business since 2000, StreamGuys is an industry-leading service provider of live and on-demand streaming, podcasting delivery, and software-as-a-service (SaaS) toolsets for enterprise-level broadcast media organizations. The company brings together the industry’s best price-to-performance ratio, a robust and reliable network, and an infinitely scalable cloud-based platform for clients of any size to process, deliver, monetize and playout professional streaming content. StreamGuys supports many of the world’s largest Podcasts, global TV and radio broadcasters, video and audio production companies, houses of worship, retail and hospitality businesses, government organizations, medical and healthcare services, and live venues for sports and entertainment. The company excels in developing and deploying technologies for business growth and revenue generation, including dynamic ad insertion, Alexa skills, mobile streaming and detailed business and data analytics.

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