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## **StreamGuys Announces Key Personnel Promotions and Appointments**

*Eduardo Martinez, Jesse Orr, and Tara Strickwerda take on leadership roles that position the company for its next phase of growth while continuing their personal advancement*

**BAYSIDE, CALIFORNIA, September 22, 2022** – Pioneering streaming and podcast solutions provider [StreamGuys](#) today announced a trio of leadership promotions and appointments. Eduardo Martinez and Jesse Orr have been promoted to VP of Technology and VP of Engineering, respectively, while Tara Strickwerda has taken on the role of Director of Customer Success.

Eduardo has been a key contributor and leader at StreamGuys for over 15 years, most recently leveraging his deep podcasting and streaming experience as the company’s Director of Technology. Always on the pulse of the rapidly evolving digital media landscape, he successfully guides StreamGuys in defining and developing their end-to-end SaaS delivery, analytics, management, and monetization products and services. As VP of Technology, he will continue to oversee the planning, architecture, and design of StreamGuys’ growing range of solutions.

As VP of Engineering, Jesse meticulously oversees the company’s extensive infrastructure. He is deeply intertwined with every aspect of StreamGuys’ platform, including deploying new technology stacks that support greater levels of automation; tuning and optimizing existing workflows to ensure “epic uptimes” for clients’ services; and writing scripts to support next-generation services. He continually pushes his boundaries, always learning new methods to solve many complex problems inherent in streaming media and sharing his findings with his skilled teammates.

As the Director of Customer Success at StreamGuys, Tara is passionate about identifying and meeting the individual needs of the company’s diverse clients. She joined StreamGuys last year with over 25 years of experience delivering simple to complex solutions across multiple industries. A problem solver by nature and education, she applies her skills to addressing real-world problems faced by clients and organizations. Before joining StreamGuys in 2021, she helped turn a struggling aerospace company into a top-performing supplier for aviation component manufacturing.

“Our employees are the lifeblood of StreamGuys’ success, and it’s important to us that we provide career paths that enable them to continue developing and meeting their goals,” said Kiriki Delany, president, StreamGuys. “These appointments not only help position StreamGuys for the next stage of the

company's growth, but are also intended to enable these exceptional individuals to continue their own personal advancement. We're excited to see what they can achieve for our customers, our company, and themselves in their new roles.”

### **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 play out 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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