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**NewTek Promotes Will Waters to Vice President of Worldwide Customer Success**

**SAN ANTONIO – September 6, 2018**—NewTek, the worldwide leader of software-driven professional video products, today announced the appointment of Will Waters as Vice President of Worldwide Customer Success. Waters’ appointment reflects NewTek’s continued investment in the quality of customer experience as they increasingly move to IP-based video workflows and software driven production.

In his new role, Waters will oversee Customer Support, Professional Services, IP Workflow Development, and Sales Enablement activities for NewTek. This role includes responsibility for customer success-focused activities including customer on-boarding, support, services, adoption, advocacy, retention, and outcomes.

“Will has a deep understanding of NewTek’s industry-leading advanced IP technology and the wide variety of issues our customers face in the field which makes him uniquely qualified for this vitally important role,” said Chuck Silber, chief operating officer for NewTek. “He is well known and valued inside and outside of NewTek and has worn so many hats so successfully, he is a natural choice to lead this effort.”

Waters is a professional engineer specializing in broadcast production workflow planning, product configuration, marketing direction, and strategic messaging. He has served in many positions at NewTek including most recently as Senior Director of IP Workflow. He has held sales engineering and top-level support positions at NewTek as well, prior to which he was a systems designer and integrator, designing large-scale production video systems and streaming solutions.

“The production technology that our customers, regardless of size, implement for creating compelling stories with video is evolving at an unprecedented rate. With these breakthroughs, customers look to maximize the true value of their production systems,” said Waters. “Our goal is to help them unlock real business and competitive benefits with new ways of working faster and smarter, so they can ultimately provide the most compelling story to their viewers. Open, ongoing dialogue is key to making that happen, and combining customer experience with commercial sense is more important than ever.”

**About NewTek**

As the leader in IP video technology, NewTek is transforming the way people create network-style television content and share it with the world. From sporting events, Web-based talk shows, live entertainment, classrooms,

and corporate communications, to virtually any place people want to capture and publish live video, we give our customers the power to grow their audiences, brands and businesses faster than ever before.

Clients include: New York Giants, NBA Development League, Fox News, BBC, NHL, Nickelodeon, CBS Radio, ESPN Radio, Fox Sports, MTV, TWiT.TV, USA TODAY, Department of Homeland Security (DHS), the National Aeronautics and Space Administration (NASA), and more than 80% of the U.S. Fortune 100.

### **About NDI**

NDI is in use on millions of devices and allows multiple video systems to identify and communicate with one another over IP. NDI can encode, transmit and receive many streams of high quality, low latency, frame-accurate video and audio in real time. This benefits any network-connected video device, including video mixers, graphics systems, capture cards, and many other production devices. This makes it possible to exponentially increase the number of sources available for live production switching, without directly attaching to devices, changing locations, or investing in expensive, high-bandwidth networks that simply replace SDI-based workflows. #NDIcentral

NewTek is privately owned and based in San Antonio, Texas. For more information on NewTek please visit: [www.newtek.com](http://www.newtek.com), [Twitter](#), [YouTube](#), [Flickr](#) or connect with us on [Facebook](#).

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