



VSN appoints Aarón López as Managing Director

Barcelona, SPAIN — October 11th, 2022

VSN announces the appointment of **Aarón López as Managing Director**. The company will be led by an executive with vast experience within the company, as well as a deep knowledge of the sector. This marks the opening of a new stage for VSN in its corporate strategy while ensuring the continuity of the management team after the acquisition by **Valsoft Corporation**.

Aarón has been working as VSN's COO for the last eight years. In this position, he has monitored the company's daily activities, main projects and areas. In addition to this experience, he has played **a crucial role in the integration of the company within Valsoft Corporation** for the last months.

Telecom engineer by the Universitat Politècnica of Catalunya, Aarón has **more than fifteen years of experience in the Broadcast & Media industry**. After previous professional endeavors, he joined VSN in 2010 and was appointed COO in 2014. Since that moment, he became a cornerstone in the international consolidation and the growth of the company's media solutions.

In addition, Aarón was responsible for **the internal processes' optimization** in two critical areas: Information security management and process management. Thanks to these efforts, VSN obtained the ISO 27001:2013 and ISO 9001:2015 certifications. As COO, he has boosted VSN's brand recognition as a benchmark in terms of reliability and customer service within the industry.

After the acquisition of VSN by Valsoft Corporation in September 2021, Aarón was one of the foremost leaders of the successful integration of the company into Valsoft's portfolio, taking an active role in the expansion of the Broadcast & Media vertical with **the incorporation of Woody Technologies and M&I Broadcast Services**.

"After more than ten years, VSN feels like home. Therefore, I'm happy and proud of my appointment as Managing Director and I want to thank all the people that helped me on my journey in the company. **I'm also aware of this position's responsibilities**. I know all the incredible VSN professionals have my back. As they did during these years, they will help me keep the company's growth **and achieve the mission of providing the best possible service to our clients**, improving our media solutions, and continuing as a benchmark provider of media solutions. At the same time, I believe we have a bright future ahead of us thanks to the hard work and joint efforts that we are developing with our partners from Valsoft Corporation", stated **Aarón López, VSN's Managing Director**.

More information about VSN and its products is available at www.vsn-tv.com.

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About VSN

VSN provides software solutions for audiovisual content management and scheduling since 1990. Its headquarters are in Barcelona, Spain, and it counts with a commercial presence on all continents. VSN's software solves any need to manage, archive, produce, plan and distribute media for TV channels, production companies, OTT platforms, public organizations, the educational sector and content distributors, among others. VSN offers scalable, integrated and web-based solutions ready to be implemented in cloud, on-premise, or hybrid environments, under licensing model or through subscription as a service (SaaS).

Since September 2021, VSN has been part of Aspire Software, a division of Valsoft Corp. Aspire Software is a vertical acquisition software company that owns, operates and manages a portfolio of companies in various fields, including hospitality, food & beverage, car rental software and more. Aspire's mission aligns with that of Valsoft Corp. to take software companies to the next level. Its offices are based at Valsoft's headquarters in Montreal, Canada. The group seeks companies with a solid foundation of outstanding software products with endless potential for growth, under its motto "Buy. Enhance. Grow".

For more information, visit www.vsn-tv.com.

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