



Aaron Lopez appointed Managing Director for Aspire Software's Broadcast Vertical

Barcelona, SPAIN - July 13th, 2023

Aspire Software, the operational arm of the Valsoft Corporation, is pleased to announce the **appointment of Aaron Lopez as Managing Director for the Broadcast vertical**, overseeing three esteemed software companies within the portfolio.

Telecom engineer by the Universitat Politècnica of Catalunya, Aaron has more than fifteen years of experience in the sector. 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, which earned him the **Managing Director designation in 2022**.

With a proven record in the Broadcast & Media industry, Aaron Lopez brings a wealth of expertise and leadership to his expanded role. As the current Managing Director of VSN, a leading provider of media management and workflow solutions, Aaron will now also assume the responsibilities of **Managing Director for two other sister companies: Woody Technologies and M&I Broadcast Services**, based in France and the Netherlands respectively.

Woody Technologies, a pioneering provider of media processing and content distribution solutions founded in 2013, is poised for further growth and innovation under Aaron's guidance. His vast industry knowledge and strategic vision will ensure the seamless continuation of Woody's commitment to **delivering flexible and intuitive solutions to its customers**.

Similarly, M&I Broadcast Services, a leading provider of cutting-edge radio and tv software solutions founded in 1990, will benefit from Aaron's expertise and leadership. His appointment as Managing Director will further **strengthen M&I Broadcast Services' position as a trusted provider of advanced solutions** tailored to the needs of the industry and support their internationalization efforts.

"The opportunity to lead these exceptional companies is truly an honor," said Aaron Lopez. "We've already been working together for a while now, and I'm excited about the **projects and synergies we're preparing**, as well as very satisfied with the team's expertise and collaborative spirit. This is a great opportunity for us to **keep driving innovation and exceeding customer expectations in the B&M industry**".

The integration of these three software providers within Aspire Software's Broadcast vertical represents a strategic move to **consolidate expertise, foster collaboration, and maximize synergies among the companies**. By leveraging the collective strengths of **VSN, Woody Technologies, and M&I Broadcast Services**, Aspire Software aims to enhance its offering and provide comprehensive solutions.

With their unwavering commitment to customer satisfaction, technical excellence, and continuous innovation, these companies will reinforce their market leadership and drive further growth under Aaron's leadership.

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About VSN

VSN (Video Stream Networks) provides software solutions for audiovisual content management, both for companies in the Broadcast & Media industry and for all those that need to manage, archive, produce, plan, and distribute media. The company has developed projects for TV channels, production companies, OTT platforms, public organizations, educational sector, and content distributors, among others. All VSN's systems are ready to be implemented in cloud, on-premise or hybrid environments. Moreover, they can be contracted under a licensing model or through subscription as a service (SaaS).

VSN was founded in 1990 in Terrassa, Catalonia, Spain. After more than 30 years of constant growth and international expansion, the company was acquired in September 2021 by the Canadian group Valsoft Corporation.

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