



# Simon Adler

Senior Vice President, North America

Simon Adler has worked in the media and entertainment industry for over 20 years, designing and overseeing the deployment of complex automation and processing systems for some of the largest names in broadcast video, both in Europe and North America.

Adler joined SDVI from Dalet, where he served as VP of Western US and Canada, including the sales, pre-sales, support and projects teams. Prior to Dalet, Adler was a founding member of AmberFin. Before AmberFin, Simon served as Head of Projects for Snell and Wilcox, managing the pre-sales and post-sales planning and support teams for major global projects. Adler graduated from Solent University in Southampton, UK with a Bachelor in Science (BSc) in Media Technology.

