



# Simon Eldridge

Chief Product Officer

Simon Eldridge is a co-founder and Chief Product Officer at SDVI Corporation, responsible for the definition, strategic direction and growth of all product offerings. SDVI Rally is the first and leading cloud-native media supply chain management solution, driving agility, efficiency, and business growth in major media organizations worldwide.

Across 20 years in both Europe and North America, Simon has established an extensive track record building and managing successful software and SaaS product lines at leading vendors in the media and entertainment space. He is a firm believer in cloud-native architectures transforming technical operations and improving operational efficiency. Simon also understands the value of solid relationships in making transformation successful.

Previously, Simon has held roles at Harmonic, Omneon, Harris Broadcast, Encoda Systems, and Arkemedia Technologies.

