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Nick Couck

Vice President, Business Development, EMEA

Nick Couck is the Vice President of Business Development in EMEA for SDVI. As the head of Business Development for the region, Nick helps SDVI clients to expand and grow their cloud-based media supply chains and works with new customers on their media supply chain journey in the cloud.

Nick has worked in the media and entertainment industry for over 10 years, designing and overseeing the deployment of complex automation and processing systems for some of the largest names in media technology. In cloud native media supply chain innovation, he sees an opportunity to “automate the easy, and simplify the complex” in the supply chain, ultimately freeing up time for media companies to focus on what viewers really want: the best content in the best user experience.

Nick is dedicated to ensuring customer success by deeply understanding client needs and aligning solutions to deliver measurable value. He builds strong, trust-based relationships across the region, to drive satisfaction and long-term success for his customers. Prior to working at SDVI, Nick served in a business development role at broadcast management software company Mediagenix and spent over a decade developing innovative SaaS solutions for its clientele.