



Simon Eldridge

Chief Operating Officer

Simon Eldridge is a co-founder and chief operating officer at SDVI Corporation, responsible for the product, engineering, sales & solutions, marketing and business operations functions of the company. The SDVI platform, SDVI Rally, is the Emmy-winning, market-leading media supply chain solution for media and entertainment and powers the media and technical operations for major media organizations worldwide.

Over 25 years across Europe & North America, Simon has established a track record of building and growing market-defining products for leading vendors in the media and entertainment technology market.

Prior roles include management of the software and applications portfolio at Omneon and then Harmonic post acquisition. Before joining Omneon in 2006, Eldridge managed the digital asset management product line for Harris Broadcast and Encoda Systems, through a series of mergers starting with the acquisition of Arkemedia Technologies, which he co-founded in the UK in 1999.

Eldridge's extensive experience and broad industry knowledge afford him a unique awareness of the industry and where it's going. When not building businesses, Simon enjoys mountain biking in the Santa Cruz mountains and building things with wood. Eldridge earned a bachelor's degree with honors in marketing design from Southampton Solent University in the UK.

