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Posted on January 21, 2025



Jonathan Begleiter (Left), Alex Jerome (Right)

Leading video processing, signal distribution and media server technology company tvONE has appointed Jonathan Begleiter to the position of Director of Sales North Central and South America, and Alex Jerome as Director of Marketing.

Jonathan is promoted to the Director of Sales (NCSA) following 13 years at tvONE, most recently as SE Regional Sales Manager. He brings more than 35 years' experience in the AV industry, working within successful distributors and manufacturers and offers considerable commercial and residential integration experience.

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“I have proven results attaining revenue in my SE regional roles and a track record of providing superior customer support,” says Jonathan, who is based in Florida. “I’ve showcased this through all aspects of the design and implementation of projects, working with integration channel partners, consultant specifiers, and in end user system design and implementation education. I’m thrilled to now bring this experience to the Director of Sales (NCSA) role, and excited for the coming year with a truly positive outlook for 2025 for the entire sales team.”

Alex Jerome’s appointment as Director of Marketing comes after 11 years of experience in the AV industry and significant marketing expertise. His role will focus tvONE and Green Hippo on developing innovative strategies, fostering strong relationships, and elevating marketing initiatives to new heights.

“I am incredibly excited to be stepping into the Director of Marketing role, helping to bring innovative and ground-breaking products to market,” says Alex. “I count myself lucky to be working with the talented tvONE team and at our new home with ACT Entertainment.

“I hope to drive creative and impactful marketing campaigns while enhancing our brand visibility. I rely on my ability to blend creativity with strategy and hope to bring fresh ideas to tvONE’s marketing approach.”

The move comes as both tvONE and Green Hippo gear up for new product launches in 2025, including the tvONE CALICO PRO video processor and the Green Hippo Hippotizer MX Series of Media Servers, which will be on show at ISE 2025 in Barcelona.