



## Bill Cherne

**Vice President of Customer Success and Support**

With a passion for all-things-technology, Bill has enjoyed working at Sonic Foundry for the past 12 years where he is now the Vice President of Customer Success and Support.

Bill uses his experience in IT and analytics as well as his knack for all things technical to discover ways to leverage technology to solve business problems and improve people's lives. He uses this passion to teach others about Mediasite and how they can incorporate it into their classroom to help students succeed in their courses. Bill believes that Mediasite is the best tool to help students and faculty communicate, collaborate and ultimately succeed.

The University of Wisconsin-Madison graduate earned a Bachelors in Business Administration in Business and IT. Bill is passionate about how Mediasite truly makes a difference in students' educational experience by making classes more engaging and immersive. He believes if he had a tool to re-watch lectures while he was in school, it would have been a game-changer.

He is experienced at implementing Mediasite on a wide variety of server deployments and has a strong emphasis on learning management systems and their integrations with Mediasite. Bill also conducts regular product training for customers and employees.

Bill and his wife Katy live in Chicago, Ill. with their six-year-old twins.

### **Mediasite Mastery:**

Mediasite installations & upgrades | Training | LMS integrations

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