



## Tom Irons

### Director of Customer Success

Over the last 12 years, Tom has worked *for* Sonic Foundry, but his work *with* its Mediasite technology began much earlier... as a customer. As Director of Classroom Technology at East Carolina University in North Carolina, he played a crucial role in one of the earliest and largest Mediasite deployments. He assisted in purchasing the equipment and servers for the first 20+ rooms deployed there, which he later expanded to more than 40. His involvement in the early stages of Mediasite caught the attention of Sonic Foundry and he has been working with Mediasite ever since — now as Director of Customer Success.

This hands-on involvement in the early stages of a campus Mediasite development has allowed him to witness and contribute to the evolution of the product line in his role at Sonic Foundry from all angles — from the technical side to pre-sales consultations to installations to troubleshooting with customers.

Tom has the unique experience of being intimately familiar with where Mediasite has been (not only as a producer, but as a consumer as well) as well as where it is headed.

The North Carolina native holds a degree in Digital Communications from East Carolina University. He and his wife live in Greenville, North Carolina with their two kids.

#### Mediasite Mastery:

Customer service | Pre-sales consultations & training | Custom development projects

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