

## PRESS RELEASE

### WorldCast Connect Strengthens Its International Sales Force

*The French software company announces two news arrivals to meet the local needs of customers in North America and Asia*

*Bordeaux, France, April 9, 2018.* – WorldCast Connect, a software solutions provider for the broadcast, satellite, and connected industries, is proud to welcome two new sales experts into its fast-growing international team.

Victor Bidot, Sales Manager Asia, and Gary Cooper, Sales Manager USA & Canada, reflect the company’s ambition to commercialize the WorldCast Manager, its innovative NMS/OSS software across North America and Asia.

*“We are thrilled to have both Gary and Victor on board with us. Extremely skilled, with complimentary experiences and deep market knowledge, they are true assets to our strong team. Their customer care and solution-oriented approach are just what we need to consolidate WorldCast Connect’s recent successes in North America and Asia”*  
Mathieu Yerle, Director of Sales.



Victor Bidot  
Sales Manager Asia

Victor Bidot, who joined WorldCast Connect four months ago, in December 2017, brings to the company 9 years of experience working in the Indian Ocean area and China. Fluent in Mandarin Chinese, Victor spent 5 years working for various Chinese companies exporting and developing into the European market. He holds a Master’s in International Business from the Institute of Political Sciences Aix-En-Provence (France).  
*“I look forward to increasing awareness of the company across the region of Asia. WorldCast Connect also represents a unique opportunity for me to return back to France, my home country, while leveraging my international experience”.*

More recently, Gary Cooper has been with the company since March 12, 2018. *“I am extremely honored to represent a very talented and forward-thinking technology company. My goal is to establish WorldCast Connect as more than just a leader in software intelligence”.* Gary is an industry-veteran with more than 10 years serving the largest accounts in North America through various sales management roles at Autoscript, Digital Broadcast and Cool-Lux. He also held technical management positions at NBC including NBC Nightly News, Saturday Night Live and NBC Sports for 16 years. He holds a Bachelor of Communications from Marietta College, Ohio, U.S.



Gary Cooper, Sales Manager  
North America & Canada

These new arrivals consolidate the company’s international presence to meet the local needs of its customers, worldwide.

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### **ABOUT WORLDCAST CONNECT**

Founded in 2017, WorldCast Connect is a software company that designs, develops, and commercializes the WorldCast Manager, an Enterprise Network Monitoring Solution (NMS) and Operation Support System (OSS) providing a user-friendly, centralized and unified interface for the monitoring and management of all connected sites and equipment. Leveraging the 35 years of innovation and deep broadcast industry knowledge it acquired from its sister-company WorldCast Systems, WorldCast Connect extends its reach and product offer to serve the broadcast and networks, connected industries, and healthcare sectors. Headquartered in Mérignac (Bordeaux), France, WorldCast Connect is a solid team of experts and is growing with a Sales office in the US along with an important distributor network to offer local assistance to its customers across the globe.

For more information, visit <https://www.worldcastconnect.com>.

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