

# Synamedia

## Synamedia appoints Rick Medlock as CFO

**LONDON – X November, 2018** –[Synamedia](#), the largest independent video software and solutions company, has appointed Rick Medlock as Chief Financial Officer. Synamedia [opened](#) for business following the completion of [Permira funds'](#) acquisition of Cisco's video business on October 29<sup>th</sup> 2018.

Rick brings more than 30 years experience as CFO at technology firms including FTSE100 companies Worldpay and Inmarsat, as well as Misys and NDS.

In addition to his success transforming technology businesses under private equity ownership, Rick has overseen IPOs in the US and the UK including Worldpay's listing on the London market with a market valuation of £5 billion and taking NDS public on NASDAQ.

A Fellow of the Institute of Chartered Accountants in England and Wales, Rick qualified with Arthur Andersen in 1985 following a BA in Economics from Cambridge University.

Yves Padrines, CEO of Synamedia, said, "Rick has a phenomenal track record transforming technology businesses and ensuring they are both financially and operationally strong. His understanding of finances for both private equity and public companies, combined with his tech industry expertise, made him the perfect choice for Synamedia."

Rick Medlock, CFO of Synamedia added: "It's rare to get the opportunity to lead the finance office of a new company with the scale of Synamedia, its enviable market position and its loyal customer base. Having spent eight years as CFO of NDS, I jumped at the chance of joining the exceptional leadership team and shaping the next exciting chapter for the business."

### About Synamedia

As an independent business, Synamedia is committed to providing the world's most complete, secure and advanced end-to-end open video delivery solution. Building on more than 30 years of expertise, the firm is the largest global provider of video solutions, trusted by over 200 top satellite DTH, cable, telco and OTT operators, content owners and broadcasters. Synamedia is backed by the [Permira funds](#). Twitter: @synamedia360

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