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## **AmberFin Appoints Vice President For The Americas**

AmberFin has appointed Kurt Kyle as Vice President and Head of Region for the Americas. Kyle will be responsible for AmberFin's channel and strategic partners in this region, as well as driving growth and customer acquisition.

Kyle brings fourteen years' experience in business development and program management in the media and entertainment markets to AmberFin, the home of iCR software — the open standards, future proof platform that digitizes and transforms new and archived content across multiple delivery platforms. Kyle joins AmberFin from Hewlett-Packard (HP), where he was Director of Business Development for the Digital Content Services team. Kyle also developed media solutions for HP and worked as an entertainment solutions architect at Compaq Computer Corporation.

Kyle comments: "As a newly formed company with a solid heritage, AmberFin can build a strong position in the media content market. We are one of the few companies that can provide industry leading components for a file-based workflow solution that maximizes the value of film and video content, from capture through to distribution. AmberFin has huge potential to grow based on its experience in technology development and innovation. I look forward to leveraging my experience and relationships within the media industry to accelerate growth and help drive the business forward."

Naresh Subherwal, Vice President, Global Business Development at AmberFin, says: "Kurt joins us at a great time to ensure we capitalize fully on our potential as a business. He will work with us to make sure we are structured in a way that drives momentum and growth in the Americas market. Kurt will help us reach out to both existing and new customers who are building the future of the industry. His appointment further strengthens our global team and will help consolidate our position as a leader in this industry."