Bill Taylor

VP of Customer Growth & Development, US · Quality Clouds

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SUMMARY

- Digital media and software thought leader. Software sales engineering with expertise in cloud architecture, SaaS, API, digital signage, video streaming, compression, IT networking and digital content creation, with a deep understanding of sales and strategic engagements.
- Proven track record of leading a wide range of enterprise organizations into the adoption of leading-edge SaaS technologies.
- Deep expertise in media production and integration (video, networking, Internet), developed over a 35-year career that began in broadcast television in 1991.
- Versatile skill set: balances client-facing sales and consulting with the engineering of complex solutions for enterprise initiatives.
- Excellent project (and people) management abilities.

SPECIALTIES

Cloud · SaaS · Enterprise software · Software development · Sales engineering · Solution selling · Account management · Product management · Project management · Digital signage · Out-of-home networks · IPTV · Streaming media · Video on demand · Video conferencing · Digital video compression · Broadcast · Digital media workflow & content creation · IT distribution & workflow

EXPERIENCE

Mar 2022 to Present

Quality Clouds

London, UK · Remote

VP of Customer Growth & Development, US — May 2024 to Present

VP of Sales Engineering, U.S. — Mar 2022 to May 2024

Quality Clouds is the #1 platform for application development governance in ServiceNow and Salesforce. The platform helps deliver the highest quality development process while reducing cost, improving control and significantly lowering risk thresholds for SaaS projects.

Dec 2020 to Mar 2022

Telestream / Sherpa Digital Media

San Mateo & Nevada City, CA · Sherpa acquired by Telestream, Aug 2021

Principal Sales Engineer, Platform Streaming Solutions, Telestream — Aug 2021 to Mar 2022

Senior Director of Sales Engineering, Sherpa Digital Media — Dec 2020 to Mar 2022

- Managed all global pre-sales engineering efforts for the Sherpa enterprise streaming platform.
- Developed customer architecture plans for video streaming and webcast networks, including pre-sales engineering.
- Played an instrumental role in business development by demonstrating and articulating the value of video streaming, webcasting, digital media management, digital media creation, live event production, video on demand, encoding technologies, media formats, live event engagement and analytics.
- Created and designed video content for product education and outbound product marketing campaigns.
- Served as liaison from the customer base to engineering and development teams.
- Provided all technical information to prospective customers through product demos, RFP response management, and ongoing technical and feature requests.

- Played a pivotal role in product roadmap direction and maintained detailed knowledge of the competitive landscape.

Jul 2019 to Dec 2020

Diversified

Kenilworth, NJ · Digital Media Group

Digital Media Subject Matter Expert (SME)

- Developed customer architecture plans and proof-of-concept pilots for digital signage, digital media, video streaming, IPTV and webcasting networks, including pre-sales engineering.
- Played an instrumental role in business development by helping the sales team articulate the value of digital signage, media, video streaming, IPTV, webcasting networks, digital media management, digital media creation and live event production, and by demonstrating the capabilities and impact of those networks.
- Created and designed video content for product education and outbound product marketing campaigns.
- Served as liaison from the customer base to engineering and development teams.
- Provided all technical information to prospective customers through product demos, RFP management, and ongoing technical and feature requests.

May 2009 to Jul 2019

Haivision / CoolSign

Montreal, Atlanta & New York · CoolSign acquired by Haivision, Nov 2010

Director, Global Digital Signage, Haivision Oct 2012 to Jul 2019

Director of Sales Engineering, Americas, Haivision Nov 2010 to Oct 2012

Director of Sales Engineering, CoolSign May 2009 to Nov 2010

- Managed all global sales and channel activities for Haivision's CoolSign digital signage solution.
- Managed all pre-sales engineering in North and South America for Haivision's IPTV, Internet streaming, encoding and digital signage product lines.
- Hired by New York-based CoolSign to manage national sales engineering; played an instrumental role in the sales, architecture and implementation of major digital signage initiatives for end-user clients.
- Managed technical relationships with resellers and integrators in the US and Canada, and developed a client-facing training program for new resellers and integrators.
- Developed architecture for digital signage networks and pilots, and designed ROI plans for signage implementation, including advertising and subscription models.
- Created motion graphics and animations, including dynamic database-driven signage content.

SPEAKING ENGAGEMENTS

2012 Digital Signage Expo, Las Vegas

2013 Digital Signage Expo, Las Vegas

2013 InfoComm, Orlando

2014 Digital Signage Expo, Las Vegas

2016 InfoComm, Las Vegas

Feb 2005 to Feb 2009

Reflect Systems

Dallas, TX

Director of Sales Engineering

Hired to launch the digital signage line of business for a Dallas-based webcaster; Reflect Systems is now exclusively a digital signage company. Played an instrumental role in the sales, architecture and implementation of major digital signage initiatives for Best Buy, Target, Borders, Verizon Wireless and other retailers.

- Developed architecture for digital signage networks and pilots, including pre-sales engineering, and designed ROI plans including advertising and subscription models.
- Created motion graphics and animations, including dynamic database-driven signage content; produced all signage content for Enterprise Rent-A-Car.
- Served as liaison to development partners and value-added resellers.

- Led the company's sales initiatives for interactive video kiosks and developed a client-facing training program for new users.

May 2003 to Dec 2008

RedTree Group Consulting

Atlanta, GA

Senior Creative Director, Founding Partner

Founding partner of an Atlanta-based creative agency specializing in digital signage content, television commercials, website development and digital marketing.

- Responsible for digital signage content creation services and project managed the development cycle for all client projects.
- Directed all creative development using Adobe After Effects, Photoshop and video editing software, and developed corporate branding packages for clients.
- Supported business development through technology presentations, trade show representation and pilot projects.
- Consulted on video-on-demand, video multicasting, IP and other video distribution models; managed all digital media streaming initiatives and engineered the encoding of media archives to multiple streaming formats.

May 2001 to Feb 2005

Convergent

Atlanta, GA · Second stint (first, 1994 to 1999) · Acquired by Sony

Senior Engineer / Manager, R&D

Lead engineer for client digital signage initiatives in the research and development group, applying new and emerging technologies to create value for clients and their customers.

- Company liaison for engineering and development partners, and corporate lead for digital signage partners Sony, CoolSign, Cisco, Allure Fusion Media and SCALA.
- Worked with Sony technology teams to optimize system performance for the first-generation digital signage appliance (Sony NSP-100).
- Supported business development through technology demonstrations, interactive CD-ROM creation, trade show representation and pilot projects.
- Managed all digital media streaming initiatives and engineered the encoding of media archives to multiple streaming formats; produced, edited and packaged content for the corporate web portal and video-on-demand applications.

May 1999 to May 2001

NetEffect Corporation

Atlanta, GA

Digital Media Solutions Manager

Promoted in 2000 to manage a 20-person technology team. Designed and built a digital video studio with full broadcasting capabilities for corporate clients, managed a web usability testing facility and designed an executive briefing center.

- Managed all internal video-based projects, including Cisco IPTV integration, and built a portfolio of video, audio and animation content for virtual tours, video conferencing and Internet streaming.
- Application development manager overseeing sales automation, financial management and HR software applications.
- Developed training programs for web developers and database administrators seeking Microsoft SQL and Allaire ColdFusion certification.
- Internet Communications Manager, developing a client access website for project management, financial reporting and account management.

1991 to 1999

Early career: broadcast and media technology

Milledgeville, Macon & Atlanta, GA

Convergent, Atlanta 1994 to 1999

WMAZ-TV Channel 13, Macon, part time 1991 to 1994

Georgia College TV studio, Milledgeville while in college

- At Convergent, joined the technical help desk supporting a satellite network serving 2,000 Georgia schools and became its resident technical expert, training other staff and presenting the system to large groups of users.
- Took the lead on Convergent's early customer-support web projects and helped design, market and sell a video distribution system adopted by Georgia schools.
- First professional role in broadcast television, part time at WMAZ-TV Channel 13 from 1991 until moving to Atlanta in 1994, after working in the Georgia College television studio while earning a BS in Broadcast Journalism.

BOARD & COMMUNITY

Aug 2024 to Present

Amplify My Community

Decatur, GA · Non-profit · Poverty alleviation

Board Member

Founded in 2010, Amplify uses the universal love of music to fight poverty at the local level. It has produced more than 120 concerts and donated more than $625,000 in unrestricted gifts to local anti-homelessness and poverty-focused organizations, including more than $410,000 in Decatur.

EDUCATION

1988 to 1993

Georgia College & State University

BS, Broadcast Journalism · Pi Kappa Phi Fraternity