BitFire

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BitFire Expands Staff with the Appointment of Director of Client Services

Seasoned industry expert Ben Hayes joins BitFire as new broadcast solutions become the norm for the future.

PHOENIX, Ariz. – (Nov. 16, 2020) – BitFire, a solution developed in response to new-world demand for an agile, professional-grade, live IP television transport experience, and remote production services, announced it continues its growth with the addition of Benjamin Hayes, a well-known, seasoned broadcast media expert. Hayes joins BitFire as Director of Client Services, bringing nearly two decades of industry expertise as a producer, reporter, and most recently, eight years as Director of Client Services at SMT (SportsMEDIA Technology Corp).

Since its inception earlier this year, BitFire has made great strides in solving new-world challenges brought on from the Global pandemic. The need for innovative broadcast solutions has accelerated quickly across a breadth of industries, most notably those within sports, news media, entertainment, events, and education arenas. Hayes will lend his talents to BitFire as a client-facing industry expert while also supporting technical aspects of operations and BitFire's business development efforts.

"It's an exciting time of growth for our company. Acquiring the level of talent Ben brings is a statement about the work we are already accomplishing for notable clients worldwide," said Bob Sullivan, CEO of BitFire. "Ben is a supremely talented individual who is highly technical while also having a knack for securing long-standing client relationships. We're thrilled he has joined our team."

Hayes started his career as a sports anchor and reporter for KTVZ, the NBC-affiliate in Bend, Oregon. From there, he spent the next seven years in Buffalo, New York as a sports reporter, producer, and videographer for NBC-affiliate, WGRZ. In 2012, Hayes joined SMT in Durham, North Carolina moving from behind the camera to a more client-facing role. Hayes spent the next eight years interacting with broadcast clients who oversaw events ranging from numerous Super Bowls, to Final Fours, to the Winter and Summer Olympic Games. Hayes' innate ability to support on-air productions, ensure quality control, manage client needs, and solve for unpredictable challenges will be integral to his new role at BitFire.

BitFire's Vice President of Business Development, Ben Grafchik, added, "Ben is a meticulous worker who strives for perfection in everything he does. His capacity for the work, combined with his desire to provide the utmost in client satisfaction, allows for us to grow as a business while ensuring we still maintain our key differentiator in the market: White Glove customer service. This is a pivotal milestone in the advancement of our organization."

About BitFire
BitFire is an end-to-end live video transmission and production solution built by broadcasters for broadcast solutions. With headquarters in Phoenix and Boston, BitFire was created in response to new-world demand for an agile, professional-grade, live IP video transport experience, and expert remote production services. BitFire's comprehensive platform includes the BitFire Transport Network, a fully managed portal that provides point-to-point delivery of broadcast-quality video to wherever it needs to go. The BitFire Transport Network can be accessed by either browser-based FireBridge, when broadcast is needed for one-to-one or one-to-many live contribution and collaboration, or through FirePower, a stackable HD server and authentic configuration that receives and delivers video packets with deterministic latency and frame-accurate synchronization. BitFire Production Services are provided by a team of broadcast experts, along with production trucks and additional assets, including remote production control rooms (REMI), camera packages, and live production and post- production capabilities. BitFire is taking live video from where it is, to where it needs to be.
Visit BitFireNetworks.com for more information.