



Press release  
September 4<sup>th</sup>, Kolkata, India and Tampa, USA

## **PixelGenio announces the creation of its advisory board**

Founded in 2008 as a B2B video production company, PixelGenio has now more than 700 customers and has become a leader in explainer videos.

Now after more than 10 years in business, PixelGenio backed by world-class entrepreneurs has decided to set up an international advisory board to ensure better service to its customers and a clearer international business development strategy.

**Charles Speidel** is the President and Chief Executive Officer of Pred Technologies USA Inc. Prior to his last venture, Charles lead Instaply Inc., a San Francisco based startup, to its first traction and revenue building a world-class team and organization. Charles is also a former Sony senior executive with more than 18 years' experience in various sales and marketing functions within Sony. He has managed multi-million dollar businesses for Sony across the globe and has worked at Sony's European headquarters, Sony France, Sony Nordic, covering Sweden, Denmark, Norway, and Finland. Most recently as Vice President of the Research and Innovation Center for Sony Electronics, Inc. headquartered in San Diego, California, he was responsible for the company's strategic marketing initiatives and innovation programs, developing innovative solutions for Sales & Marketing and product development activities. Charles is based in California and will help PixelGenio to serve customers in the USA.

**Jay Guha** Jay is the Director of Services for Viance, a technology strategy, and services company in Malaysia. With 20+ years of deep technical background and experience in Mobile Wireless Broadband, IPTV, Mobile Finance, Social Media, product infrastructure and technologies, Jay leads product management, product strategy, and market and customer development services for Viance, Jay has served Mobile Operators, IPTV service providers, technology startups, and Enterprise customer markets in US, India, and Malaysia. Currently, Jay focuses on consumer markets using social technology applications. With engineering education from Purdue and Georgia Tech, and business management training from Wharton, Jay strives to make people's life experiences better via technology that has meaningful contributions, and worthwhile impact for society. Jay will give insight and strategic advice about Asian customers.

**Nicolas Babin** is the president of Babin Business Consulting based in France. He is also a co-founder of MirambeauAppCare (an e-health company specialized in Diabetes management) and GamFed (a gamification company based in London). Nicolas has over 30+ years' experience around the world (USA, UK, Belgium, Germany, Japan and France) working for Sony Europe in many management roles (robotics & AI, digital mapping, marketing & communication). Nicolas has participated in two IPOs

(Nasdaq and New York Stock exchange) and many fund-raising activities. He currently serves as well as senior advisor for Alienor partners (M&A advisor company based in Bordeaux, France). Nicolas is a serial entrepreneur having helped and invested in many startups. He is also a public speaker on gamification, digital transformation, Artificial Intelligence, cross-cultural management, and communication. Nicolas is based in Europe and advises on business development across the European continent.

Moloy Kumar Dey, CEO PixelGenio stated: “This is a great day for PixelGenio, we are very honored to have Charles, Jay, and Nicolas as board advisors. We have very aggressive plans for the future as our industry is growing fast. With our newly elected advisory board, we show credibility and give ourselves the chance to develop our activity further. On behalf of the entire team at PixelGenio, I welcome Charles, Jay, and Nicolas to our family”.

**About PixelGenio:**

Founded in 2008 as a B2B video production company, PixelGenio is a team of creative professionals based in India and USA. Our team proudly engages pro-level script writers, storyboard artists, voiceover artists, animators and sound engineers. Every day we are pushing ourselves to our creative limits to provide our clients with something that is not only unique but also makes the best out of their marketing efforts thereby giving them the best ROI as well.

<http://www.pixelgenio.com>

<http://www.pixelgenio.com/press-release-sep-2018-pixelgenio-advisory-board.pdf>

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