

Swiss Virtual Advertising provider, uniqFEED Strengthens Team with Seasoned Broadcasting Professionals Simon Bowler and Ulam Curjel

June, 2020: uniqFEED, provider of virtual advertising software, has this month appointed two broadcasting industry veterans to join its growing teams in Zurich, and the recently established subsidiary office in New York.

Simon Bowler, a broadcasting expert from the United Kingdom, will join the team at the uniqFEED headquarters in Switzerland as its new Chief Operating Officer, while Ulam Curjel, an industry specialist in television production, will head the uniqFEED US subsidiary as Head of US Broadcast Operations.

Simon Bowler – COO

In his role, Bowler will take on overall responsibility for the Operations function within the company, including developing and executing the broadcasting and operations strategy, overseeing the operations team, and managing the production of live events. As COO, Bowler will also be responsible for masterminding uniqFEED's project pipeline and building new and important operational partnerships that will contribute to the company's growth strategy. Bowler's new function forms an important bridge between the commercial and technical teams at uniqFEED, fostering communication and collaboration between the two.

Bowler has a wealth of experience in the broadcasting space, having previously held managerial positions with Sky, ITV, Arqiva and BT Sports, with a particular focus on sports broadcasting, amassing over 20 years of experience in the industry. On his appointment, Bowler says:

"uniqFEED is truly a unique company with a clear vision, innovative technology and a well-led team of highly motivated people. I am excited to be part of the realization of this organization's huge potential to positively disrupt the sports broadcasting industry".

Ulam Curjel - Head of US Broadcast Operations

The role of Head of US Broadcast Operations has been taken on by Ulam Curjel who has served over 35 years in the field of television production. Curjel will act as the first point of contact for technical matters for uniqFEED's US operation, in addition to building the operations team, and taking overall responsibility for quality standards, production trends and all operational procedures in the US.

Curjel, originally from the US, has built his career over the past 30 years in Switzerland, in several managerial roles at Schweizer Radio and Fernsehen – whose parent, SRG SSR, is the public broadcasting association for all of Switzerland.

Speaking about his new role, Curjel says "I'm very pleased to be able to bring my extensive broadcast background and interest in innovation to uniqFEED. With an emphasis on quality, precision and reliability the uniqFEED team has developed a state-of-the-art virtual advertising solution for the broadcast industry and I am looking forward to being a part of the company's continued growth"

uniqFEED's CEO and Founder Lukas Gysin is delighted that Bowler and Curjel have joined the growing uniqFEED team, saying of the appointments:
"The range and quality of the experience in live broadcasting that Simon and Ulam will bring to the uniqFEED organization is sure to be invaluable in our ambitious plans for the future of virtual advertising".

About uniqFEED

uniqFEED provides entirely software-based virtual advertising technology that overlays perimeter boards at sports venues with augmented content to boost advertising revenue streams for rights holders by creating multiple augmented localized feeds, so that different geographical regions are exposed to different and more relevant advertising. The technology is non-intrusive, requiring no adaptation to perimeter boards, cameras, or other equipment at the stadium. The solution is cost-effective and scalable and can be seamlessly integrated into the broadcasting workflow on-site or remotely.

For more information contact:

Katy Walsh
Communications and Marketing Manager
uniqFEED AG
katy.walsh@uniqfeed.com
+41 79 784 24 88