

## JAMES BASLER

James currently works as a product owner at Pexip, a leading secure video conferencing technology company, and has 10+ years of combined experience as a SaaS solutions architect, enterprise video conferencing engineer, product manager, and graphic designer.

New York, NY

Email: [james@basler.nyc](mailto:james@basler.nyc)

Mobile: 803.445.9039

He is passionate about collaborating with cross-functional teams to find creative and effective solutions for complex problems, while staying focused on improving user experiences

---

## RECENT EXPERIENCE (FRESH OUT OF THE OVEN)

### **Pexip - Product Owner**

Jan 2023 - Present, New York, NY

#### *Key Responsibilities*

- Empowering sales teams with subject matter expertise on Pexip video technology solutions, conducting training sessions, designing compelling & effective sales collateral, and presenting in customer meetings to drive successful enterprise sales engagements in the Americas region.
- Functioning as a bridge between Americas sales & sales engineering teams and the Pexip development teams; gathering customer feedback and requirements, influencing the product roadmap, and ensuring there are clear communication channels during the product development process.
- Operating as the global product owner for the Pexip AI-based automated Live Captions feature set and Pexip Connect meeting application for RealWear assisted reality wearable headsets; collaborating with cross-functional teams to define requirements, design user experiences, and drive customer adoption.
- Continuously learning and staying informed about market trends, competitors, and customer needs, conducting research and interviews to identify product differentiation and innovation opportunities, and contributing to go-to-market strategies, pricing models, and product positioning.
- Collaborating with developers, product marketing, UI/UX designers, customer success, and support teams to develop product messaging, enhance product design, gather feedback, and ensure successful product launches and customer satisfaction.
- Maintaining technical account manager responsibilities on key / major accounts (Fortune 100) from prior roles as Director of Solutions Architecture, and Solutions Architect.

### **Pexip - Director, Solutions Architecture**

July 2021 - Jan 2023, New York, NY

#### *Key Responsibilities*

- Led and managed a high-performing enterprise Solutions Architecture team (including Pro Services and Technical Account Management), ensuring they had the necessary resources and skills to sell and implement exceptional technical solutions to enterprise customers. And served as escalation for high stakes executive level customer presentations and demonstrations.
- Collaborated with stakeholders to develop and execute the team's strategic direction, aligning goals with overall business objectives and identifying growth opportunities in the enterprise technology landscape.
- Cultivated strong relationships with key enterprise and government customers, providing tailored solutions that addressed their unique technological & security requirements and serving as a trusted advisor in their video technology transformation journey.
- Worked closely with the enterprise sales leadership and their sales team to drive revenue growth, providing technical expertise in customer meetings, presentations, and proposals, and ensuring alignment between customer needs and the team's solutions.
- Fostered a culture of continuous improvement and innovation within the team, promoting knowledge sharing, professional development, and staying up-to-date with emerging technologies to deliver cutting-edge solutions.
- Achieved "President's Club" for 3 years in a row, as Solutions Architect for 2020 and 2021, and as Director of Solutions Architecture for 2022.

... RECENT EXPERIENCE IS CONTINUED ON NEXT PAGE (KEEP GOING, I BELIEVE IN YOU) <sup>1</sup>

---

<sup>1</sup> Not clickable.

## **Pexip - Solutions Architect**

April 2020 - July 2021, New York, NY

### *Key Responsibilities*

- Supported the NYC account management team in the presentation and sale of enterprise video conferencing and collaboration solutions in all phases -- from POC & security questionnaires to solution design & deployment, and in the transition to production.
- Served as a primary technical subject matter expert for the broader North American Solutions Architect team, in the areas of video streaming, conference room technology, enterprise information security, and Pexip's beta cloud service solutions.
- Represented the perspective of Pexip's customers, vendor partners, and the internal account management team in the product development lifecycle, ensuring their needs and feedback were heard and considered in the roadmap for all Pexip solutions.
- Collaborated with the video operations and product development teams to test the functionality and stability of in-development features and applications, as well as new production releases.
- Contributed meaningfully to the design of sales presentations, specifically defining a new aesthetic for technical diagrams that better integrated Pexip's brand guidelines, which was adopted globally

## **EDUCATION** 🎓

**University of South Carolina**, Columbia, SC

BA - Media Arts (Film & Video Production) 2008

GPA 3.9, Magna Cum Laude

With Honors from the South Carolina Honors College

## **SOME RELEVANT SKILLS** 🤖

- Graphic Design using Figma, Adobe Photoshop, Adobe Illustrator, and Adobe InDesign (and in Powerpoint, LOL)
- Video Editing and Design using Adobe Premiere (and Premiere Rush), Final Cut Pro, and Adobe After Effects
- High level experience with HTML, CSS, JavaScript, Python (recently used ChatGPT to build a simple web app and Outlook plugin for customer use cases)
- Bilingual English (native speaker) and French
- Experience with virtualization technologies, both on-prem hypervisors (VMWare, HyperV) as well as cloud (Azure, GCP, AWS).

## **SOME INDUSTRY CERTIFICATIONS AND ENGAGEMENTS** 🏆

- ILTACON 2022, Panelist - Session: "Conference Rooms - What Do We Need Now?"
- Pexip Champion - For outstanding contribution to and demonstration of "The Pexip Way" culture and values - April 2021
- Pexip CTE - Certified Technology Expert - June 2020
- Scrum Alliance CSM - Certified ScrumMaster - March 2020
- Avixa CTS - Certified Technology Specialist - January 2020
- AV/IT Leadership Summit 2018, Panelist - Session: "Lifecycle Planning for a Softer AV Ecosystem"
- Yamaha Enterprise Customer Advisory Board, 2017
- AV/IT Leadership Summit 2016, Keynote Speaker and Panelist - Keynote: "The Future of Video Now"
- Infocomm 2016, Panelist - Session: "State of UCC Lunch and Learn: End Users Speak Their Minds"

... **SOME MORE RECENT EXPERIENCE ON THE NEXT PAGE** (YOU'VE COME THIS FAR) 🏠<sup>2</sup>

---

<sup>2</sup> Like before, not clickable.

**SOME MORE RECENT EXPERIENCE (ASSUMING YOU'RE CURIOUS AND WANT TO READ SOME MORE) 🧐**

**Vivoh - Product Management Consultant for Enterprise Video Streaming Applications**

January 2020 - April 2020, New York, NY

*Key Responsibilities*

- Drove the product roadmap, ensuring gathered requirements from customer engagements and customer feedback appropriately guided tactical and strategic vision for product features and functionalities.
- Managed the product backlog and maintained the product scope throughout the product lifecycle and collaborated with the development team to identify “minimally viable product” (MVP) to facilitate effective and efficient product releases.
- Leveraged enterprise video engineering experience to understand and manage trade-offs, ensuring development team, business management, and product stakeholders were informed and aligned on product decisions.

**Morgan Stanley - Vice President, Lead of Global Multimedia Engineering**

June 2017 - January 2020, New York, NY

*Key Responsibilities*

- Oversaw a global multimedia engineering team and acted as a product owner, scrum master, and/or product manager for video conferencing and streaming products.
- Managed relationships with key vendors, researched cutting-edge video technologies, and collaborated to enhance product roadmaps, prioritize features, and improve end user experiences.
- Engaged directly with end users to capture their experiences, shaping product roadmaps for video technologies in various environments, including office, remote, and work-from-home setups.
- Participated in MSA negotiations, budgeting, and contract renewals with vendors, ensuring optimal terms and cost-effective solutions for implemented products.
- Facilitated cross-functional multimedia engineering projects, led stakeholder meetings, coordinated change management, and collaborated with operations and engineering teams to ensure timely and efficient implementation of video products.

**IAC - Senior Video Conferencing Engineer and Designer**

September 2012 - June 2017, New York, NY

*Key Responsibilities*

- Led and served as a global resource for IAC and its businesses, overseeing sourcing, installation, and integration of audiovisual/video conferencing equipment across 30+ companies.
- Researched, tested, and presented new AV and VC technologies, attending industry events to advocate for their implementation at IAC. Provided training and resources for IT support to troubleshoot AV and VC issues effectively.
- Coordinated and managed installations and maintenance of NYC conference rooms, including Crestron, Extron, Clearone, BiAmp, Prysm, and Christie products. Designed and maintained custom Crestron touch panel UX and UI.
- Coordinated audiovisual and video conference setups for chairman, NYC-based and visiting executives, including high-profile events such as earnings calls and board meetings for major companies.
- Designed the digital signage interface for the IAC lobby video wall, using the Barco X20 media system. Acted as the primary graphic designer, ensuring compelling content and smooth operation.

... **EVEN MORE ADDITIONAL EXPERIENCE ON THE NEXT PAGE (CONTINUE AT YOUR OWN DISCRETION) ▶▶<sup>3</sup>**

---

<sup>3</sup> Still not clickable

**EVEN MORE ADDITIONAL EXPERIENCE (YOU'RE CRAZY IF YOU'VE GOTTEN THIS FAR, CONGRATS) 🤖**

**Alliance Bernstein - Audio Visual Consultant**

*May 2011 - September 2012, New York, NY*

*Key Responsibilities*

- Scheduled and coordinated daily AV and VC needs for reservations in 60+ conference rooms at company headquarters through a virtual EMS, and by liaising with internal and external clients.
- Oversaw the on-site upgrade of AV hardware and software by integrators for NYC conference rooms.
- Established and managed domestic and international video and audio conference connections both locally and remotely, using TMS, Codian, Crestron and AMX systems, Polycom Video Codecs, and MS LiveMeeting.
- Setup AV equipment and presentation media, and provided dedicated support for the events and meetings of all NYC based AB departments, executives and clients.
- Educated and trained users to be capable of self service conferencing setups and troubleshooting common meeting issues.
- Worked with content management systems and edited recorded video and audio content for internal and external distribution.

**Central Park Group LLC - Freelance Graphic Designer and Video Producer**

*March 2011 – September 2012, New York NY*

- Worked directly with the head of marketing, creating layouts and designs for print and web marketing materials, directing and shooting video on location with fund managers, and in turn editing video for web and mobile marketing purposes.
- Primarily used Adobe design applications Illustrator, InDesign, Photoshop.