

## Oli Smith joins Codex in key Business Development role

**London, August, 2017** – Codex has announced that Oli Smith is to take on the role of Business Development, based in the London offices.

Codex welcomes Oli as its newest member of the sales team. Oli will oversee sales and business development within Europe and Africa. Bringing over eight years of experience in Storage Sales and Channel Management in the media and entertainment market with G-Technology, HGST, and WDC, Oli will utilise his knowledge to expand sales opportunities and retain customer relations. He possesses a wide product knowledge of consumer back-up drives and high-end shared storage for video and editing, and petascale object storage.

Brian Gaffney, SVP of Business Development for Codex, says of the appointment, “Oli’s key product knowledge and previous experience with managing sales channels in Europe, the Middle East, and Africa, means he will maintain and develop strong and positive relationships with key resellers, production companies, and post production facilities.”



### About Codex

Codex high-performance digital workflow tools are employed by independent and Hollywood motion pictures, high-end TV and commercials productions shooting worldwide. Designed for filmmakers by filmmakers, the company’s renowned product portfolio includes easy-to-use recorders and media processing systems that streamline the transfer of digital files and images from camera through to post production. They also include leading-edge tools for colour, dailies creation, archiving, review and digital asset management.

Codex is a privately-held company, headquartered in London, UK, with offices in Los Angeles, Paris, and Wellington, plus sales partners worldwide. Codex research and development continues to raise the bar for digital productions, combining the latest electronics and industrial design with trail-blazing toolsets and capabilities for media and entertainment creation. More than just recording.

For more information please visit [codex.online](http://codex.online)

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