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Scale Logic Welcomes Seasoned Sales Executive



(Bloomington, MN – July 20th, 2017) Scale Logic (SLI) is pleased to announce a new member of our management team. Todd Arnold brings over 20 years of experience in sports, media, and film to his new position as our Vice President, Sales.

Todd is the veteran of the media and entertainment industry and skilled master over the B2B sale and client experience. He brings his experience from transforming a film services company into an international and cutting-edge leader while leading a team of engineers to redesign a motion picture densitometer that won an AMPAS Academy Award.

“I am very excited to be joining the SLI team” said Arnold “They have a value proposition that is unique in my experience. Their ability to offer resellers and end users a suite of storage and workflow solutions based on a lower cost, competitive file system, extended warranty services as well as solid turn key, flexible SAN & NAS solutions means they can take an honest, collaborative approach to business, not pushing a one size fits all product onto potential and existing customers. I’ve always believed in the consultative sales approach, where the goal is to work with the partners and customers to address their pain points and design the solution that is right for the end user, not for the salesperson.”

SLI was founded by a team of big data storage, networking, and technical executives to fill the gap left by other vendors between do-it-yourself storage and expensive enterprise storage systems. Todd’s experience will compliment our drive for continued growth in our software and hardware platforms by providing a new level of expertise throughout our current markets.

“The addition of Todd will be a valuable resource in building our infrastructure in Los Angeles”. said Bob Herzan, CEO of SLI. “Todd will leverage his experience with our Premier and Authorized channel partners. His knowledge and relationships with our application and technology partners will strengthen our position throughout the industry.”



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About Scale Logic

Scale Logic engineers and deploys storage centric solutions for broadcast, OTT, streaming, and video post production workflows. These solutions are designed specifically for customers requiring high-performance, highly-reliable data storage and network infrastructure. Its 30+ years experience in both structured and unstructured data workflows underpins its consultative approach as a trusted extension of its customer's resources. Scale Logic's value to customers is demonstrated by the range of products and related services it offers, from entry-level and mid-tier storage solutions, to global enterprise platforms, including Scale-Out NAS, SAN, and archive. Scale Logic offers a complete suite of lifecycle management, workflow enhancements, solution design, installation, post warranty maintenance options, and system integration.

To learn more, please visit www.scalelogicinc.com.