



Graziano Casale
National Account Manager, Broadcasting
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Speaker Bio:

Graziano Casale is a National Account Manager, Broadcasting at Rohde & Schwarz, USA. He has over 10 years of sales and management experience, including TV transmitters, Mobile DTV, Headend, Microwave Link and System integration. In his current role, Graziano's responsibilities include mainly the Full and Low Power TV transmitter market as well as introducing to the broadcast market the new R&S products portfolio, and developing and maintaining successful client business relationship with key accounts.

Prior joining R&S, he was at Screen Service Broadcasting for 6 years, where he held several positions of increasing responsibility including Project Manager and Sales Director of North and Central America. Graziano moved from Italy to the US with his knowledge and passion for Mobile DTV being part of the first Mobile TV commercial service in the world. He has a strong background and knowledge on digital TV standards and brings to the industry excitement on what business opportunities are available for the broadcasters.

Graziano holds a B.S and a M.Sc. in Economics from the University of Roma Tre. When he's not working or traveling, you might find him training for ironman, running a marathon or playing basketball.