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SCALE LOGIC HIRES RAO, BECK TO FILL KEY SALES AND TECHNOLOGY ROLES

Both hires bring extensive experience in storage, file systems, business development and IT support

MINNEAPOLIS – Aug. 21, 2019 – Scale Logic, Inc., a creative and customer-centric data storage and data management partner to hundreds of businesses worldwide, is pleased to announce its two new hires: Ashu (AI) Rao and Roger Beck.



Rao joins Scale Logic as vice president of global sales, a leadership role that will oversee hiring, training and management for the company's sales teams, as well as benchmark-setting and deal-closing responsibilities.

"I'm thrilled to be joining the Scale Logic team," Rao said. "Their reputation for innovation and customer experience is renowned in the industry, and there is untapped potential to benefit many more enterprises with our storage and data asset management solutions."

Prior to Scale Logic, Rao served as vice president of global sales at Facilis Technology and CEO of Indicusbag, an Earth-friendly packaging company. Rao grew in his role from Senior account manager to VP sales in his 11-year career at Source Code Corp., an electronic manufacturing service company that designed and manufactured devices for ISVs.



Roger Beck also joins Scale Logic as director of technical support. He has extensive experience creating unique and powerful storage infrastructure solutions for media and entertainment, with specific expertise in media file system architecture and cloud computing.

Given Scale Logic's track record of success in media production environments, Beck's skills will be put to immediate use, strengthening the company's customer experience and its already-respected support services. Beck's familiarity with file systems like StorNext, GPFS, LizardFS and MooseFS will help Scale Logic continue to evolve and develop their product line and its ability to scale to meet the growing demand for uncompressed workflows.

"Scale Logic's excellence in customer service is well known, so I am excited about helping the company take their service and support functions to the next level," Beck said. "Our clients rely on Scale Logic for honest, direct and helpful service: we're going to do everything we can to augment and improve the experience, so we can continue to offer best-in-class support."



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Beck previously worked as senior storage architect at Rohde & Schwarz and director of solution architecture at Syslink GmbH, manufacturer of ELEMENTS media server and storage solutions.

Learn more about the Scale Logic team and the company's technology solutions at www.scalelogicinc.com.

About Scale Logic, Inc.

Scale Logic engineers and deploys storage-centric solutions for broadcast, OTT, streaming, and video post-production workflows, as well as enterprise support services for large corporations. These solutions are designed specifically for customers requiring high-performance, highly-reliable data storage, and network infrastructure. Its 30+ years of experience in both structured and unstructured data workflows underpins its consultative approach as a trusted extension of its customers' resources.