

RONEN KADOSH

Multimedia Director | 30+ Years of Expertise in Corporate, Broadcast, & Event Production

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With over three decades of experience spanning corporate videos, digital marketing campaigns, event production, TV news, and documentaries, I bring a seasoned perspective to creating compelling visual and audio experiences that elevate brand messaging and captivate audiences.

As a video journalist with Reuters and Sky News, I covered pivotal global events, including the Balkan crisis, the U.S. Embassy bombing in Nairobi, the Oslo Peace Accords, the 1999 Turkey earthquake, and the death of Princess Diana. These assignments shaped my ability to tell impactful, human-centric stories under intense pressure and in high-stakes environments.

In my role as a multimedia director, I have produced more than 100 video case studies for some of the world's most renowned companies, including Microsoft, eBay, Nike, Mastercard, and Cisco. My expertise lies in humanizing technology-focused narratives and transforming event spaces into immersive experiences through innovative design and cost-effective solutions.

I excel in leading creative teams, managing complex projects, and collaborating with cross-functional stakeholders to deliver exceptional results under tight deadlines and within budget constraints. With a proven track record of success, I am committed to crafting multimedia experiences that reflect and amplify organizational values, leaving a lasting impact on audiences and stakeholders alike.

Experience

2022-Current

SustainableIT.org (a Delphix Non-Profit) | Multimedia Director

Founded by Delphix, SustainableIT.org is a CIO-led nonprofit organization focused on promoting sustainability in technology.

- **Brand Development:** Defined and evolved the nonprofit's brand identity to align with its mission of advancing sustainable practices.
- **Multimedia Engagement:** Designed and executed multimedia strategies to educate, engage, and inspire executives to embrace sustainability and join the organization.
- **Storytelling:** Crafted compelling narratives that showcased the organization's initiatives, impact, and thought leadership in the sustainability space.
- **Social Media Management:** Created and managed engaging content strategies to strengthen the nonprofit's online presence and expand its influence.

2022-2025

Delphix (a Perforce company) | Multimedia Director

Delphix is Dev-Ops software provider for Global 2000 companies.

- **Customer Stories:** Shot and produced dozens of customer videos highlighting the value and impact of Delphix products and services.
- **Product Explainers:** Collaborated with product marketing and sales engineering teams to create videos that demonstrated the purpose, value, and capabilities of Delphix solutions.
- **Marketing Campaigns:** Launched and managed digital campaigns to enhance brand awareness and drive audience engagement.
- **Event Production:** Led multimedia execution for events, including annual symposiums, webinars, and conferences, ensuring high-quality production and impactful presentations.

2020-2022

Tanium | Creative Lead

Tanium is a leader in endpoint management and security for Global 2000 companies.

- **Leadership & Strategy:** Directed all multimedia production, functioning as an internal creative agency to develop and deliver high-quality production assets.
- **Campaign Support:** Collaborated with marketing teams to conceptualize and execute impactful multimedia campaigns, ensuring innovation and brand consistency.
- **Virtual Events:** Transitioned in-person events to virtual formats during the pandemic, maintaining audience engagement and campaign effectiveness.
- **Content Creation:** Produced customer case studies, product demos, explainers, and other multimedia content to highlight solutions, grow the sales pipeline, and accelerate opportunities.
- **Operational Excellence:** Streamlined creative workflows and managed end-to-end production processes, ensuring the timely delivery of premium-quality assets.

2011-2019

Apptio (an IBM company) and the TBM Council | Multimedia Director

Apptio pioneered the Technology Business Management (TBM) market category and founded the TBM Council, a CIO-led nonprofit dedicated to advancing TBM practices globally.

- **Annual TBM Conference:** Directed the design and execution of all physical and digital media elements for an audience of 1,800 attendees.
- **TBM Award Videos:** Produced dozens of customer interview videos showcasing the value created through TBM disciplines and Apptio software.
- **Product Demos:** Partnered with sales engineering and other teams to rapidly produce highly professional and engaging product videos, driving online demand campaigns and supporting sales efforts.
- **Employee Videos:** Led the creation of hundreds of employee-focused videos to support training, awareness initiatives, and events such as semi-annual company and sales kick-offs.

2006-2011

HD City Cast | Co-founder and Creative Director

HD City Cast was a Kansas City-based production agency specializing in high-quality video content for marketing, advertising, and storytelling.

- **Business Development:** Partnered on business development initiatives, expanding the agency's client base and market presence.
- **Content Production:** Directed all phases of content production for a diverse range of clients, including nonprofits (e.g., Children's Mercy Hospital) and large corporations, delivering impactful visual storytelling.

1993-2006

Reuters, Sky News, FOX News, CBS WBEC, ABC WPBF | Videographer

Served as a photojournalist, editor, producer, and sound engineer with leading global news agencies (based in Europe and Jerusalem) and U.S.-based local news affiliates.

- **Global Coverage:** Reported on major global conflicts, natural disasters, and historic events, including the death of Princess Diana, the assassination of Israeli Prime Minister Yitzhak Rabin, the Kosovo War, and the Balkan Crisis.
- **Versatile Skillset:** Specialized in capturing compelling visuals, editing high-impact stories, and producing broadcast-ready content under demanding deadlines and challenging conditions.