

**David Price – MPEGIF Vice President / Vice President, Business Development, Harmonic, Inc.**

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David Price is currently Vice President, Business Development at Harmonic Inc., based in Sunnyvale, California where he is responsible for pioneering Harmonic's leading position in digital video broadcast, distribution and IP based delivery technologies.

David was previously Vice-President with TV/COM International, in San Diego (formerly Oak Communications), where he was responsible for the Sales Account and Operations management functions. TV/COM produced the world's first MPEG-2 DVB video encoding systems. Originally from the UK, David came to the US as Vice President of M/A-COM Linkabit, now Hughes Network Systems.

David has over 19 years experience in the telecommunication industry during which he has successfully carried out executive management responsibilities in sales, engineering and operations and general management functions for satellite and terrestrial based communications technology providers. David has written many articles for trade publications and journals around the world and has also appeared on a number of business television and radio programs in the US, Europe and the Middle East.

David has lectured at UCSD and is a frequent guest speaker at many of the worlds leading symposiums on advance communications technology. Originally, an electronics engineer on the design team of the worlds first CAT scan system, he graduated from CIT with a Fellowship MBA and has an Honors Bachelors degree in Cybernetics, Instrument Physics and Mathematics.