

# Pace plc: New Chief Strategy Officer Appointment

4 February 2015

Pace plc ("the Company"), a leading global developer of technologies and products for PayTV and broadband service providers, today announces that Bruce Gureck has been appointed to the role of Chief Strategy Officer (CSO) effective immediately.

In this role, Bruce will ensure Pace remains at the forefront of technological innovation, while assisting in developing and driving Pace's strategic vision with the Company's Executive Team. This will include a focus on research and development, merger and acquisition activity, concentration on market value and trends, continued development of strategic partnerships, and diversifying the Company's lines of business.

Bruce has been with Pace for over 11 years; in his previous role as Senior Vice President (SVP) of Engineering, Americas, Bruce was responsible for software and product development for the Company's cable, telco, and satellite business units. He managed a global multi-site engineering organization, and led the development of some of the Company's most important initiatives; these include Pace's entry into the U.S. Cable market, the acquisition and integration of the 2Wire business enabling a successful entry into the IPTV set-top box and DSL Gateway arena, the development of the RDK based Whole Home X1 Platform, and reducing time-to-market by over 50 percent.

Mike Pulli, CEO, commented: "Bruce is an industry and Pace veteran with a wealth of experience in cable, telco, and satellite engineering, not to mention his vast knowledge across all other areas of the business. His technical expertise, innovative vision and industry experience make him the ideal person to fulfil the role of CSO, and he will play a key role in the successful expansion and profitability of Pace as a whole."

Bruce joined Pace in 2004 from Digital Latin America (DLA), where he held the position of VP Technology and Operations. Prior to this, Bruce held various management roles in systems engineering, operations, business development and marketing for both General Instrument (GI) and General Electric (GE).

## **Note to Editors: Biography – Bruce Gureck, CSO, Pace plc**

Bruce Gureck joined Pace in July 2004. With over 25 years of experience in the cable, satellite and communications industries, Bruce holds the position of CSO and assists in developing and driving Pace's strategic vision with the Company's Executive Team.

In his previous role as SVP of Engineering, Americas, Bruce was responsible for software and product development for the Company's cable, telco, and satellite business units. He managed a global multi-site engineering organization, and led the development of some of the Company's most

important initiatives, including enabling Pace's entry into the U.S. Cable market, the RDK enabled Whole Home X1 Platform, the Company's entry into the IPTV set-top box market, and reducing time-to-market by over 50 percent.

Bruce joined Pace from DLA, where he held the position of Vice President of Technology and Operations. Prior to that, he held a variety of management positions at GE and GE, with responsibilities in systems engineering, operations, business development and marketing. At GE, he also played a role on the corporate audit staff.

Bruce received his bachelor's degree in Engineering from Widener University and is a member of the Project Management Institute and Cable and Telecommunications Association for Marketing.

### **About Pace**

Pace (LSE: PIC) is a leading provider of technology solutions to the PayTV and Broadband industries. With a broad portfolio of customer premise equipment, network solutions, and software and services, Pace empowers service providers to simply and cost-effectively innovate at the speed they want, and to define the evolution of their networks in the way they want for their subscribers. Pace has built up its experience and expertise over 30 years and this is recognized by a customer base of over 200 operators around the globe.

Headquartered in the UK, Pace operates in markets across the world, and employs around 2300 people in locations that also include the USA, France, India, and China. For further information, visit: [www.pace.com](http://www.pace.com).

### **For further information, contact:**

Ashley Glover

Pace Americas, LLC

Email: [ashley.glover@pace.com](mailto:ashley.glover@pace.com)

Tel: +1 561 809 8136