



SMPTE Spotlight:

Jeff Cohen

BY RUSSELL POOLE

CURRENT POSITION:
VP Sales, Meta Martis

PROFESSIONAL ORGANIZATIONS:
SMPTE, IEEE, NATAS
Technical Emmy
Committee

DEGREES:
BA Interdisciplinary
Humanities, Stony Brook
University

Technological advancements mean nothing unless they are adopted into the media ecosystem. To make that happen, those in sales, marketing, and product management must constantly advocate for new solutions and technology. Jeff Cohen is one of these dynamic individuals, with more than three decades of experience in the industry. His experience has made him a great leader, which is why he has consistently chosen to represent SMPTE NY in multiple capacities over the years.

“I’ve been a member of the Society since 1980,” said Cohen, reflecting on his time at SMPTE. “I have already served one term as the New York Regional Governor and now commencing a second term. Prior to that, I held several New York Section posts, including Chair (five years), Secretary-Treasurer, and Manager. I have run the local Section and overseen the annual holiday party for the past decade, the summer picnic, and the 100th Anniver-



sary Gala. It's been a wild ride, and I'm thankful for all of it."

Cohen's sales career is diverse and expansive. He has worked for companies such as Avid, Masstech, GreyMeta, TVU Networks, Vislink, Domo Broadcast, and LG. His current position is VP of Sales at Meta Martis, a company that specializes in tape migration and cloud storage.

"One of the proudest moments of my career was being part of the core team that introduced HDTV production technology to the world," said Cohen. "At Sony, I worked alongside brilliant colleagues like Larry Thorpe, Hugo Gaggioni, John Galt, and Peter Dare. It was an incredible achievement and a pivotal moment in the industry's evolution."

For all of his achievements within and outside of SMPTE, Cohen remains extremely humble. In fact, when I reached out to him about being spotlighted, he was surprised, saying he didn't think he'd done enough in his

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career to deserve an article. His colleagues disagree with him, celebrating achievements like building production studios for the UN and Cablevision, providing media asset management consultancy to Fox, and deploying system-wide remote control and monitoring solutions for DirecTV. For his work in SMPTE, he was awarded the Citation for Outstanding Service to the Society in 2022. All of this sounds pretty incredible to this writer!

"I'm excited about SMPTE's recent intensified focus on students and young professionals," said Cohen when asked about his hopes for the future of the industry. "I wholeheartedly support this strategy to attract younger, more diverse members to ensure the society's vital mission thrives well into the future."

Along with being an industry and SMPTE leader, Cohen is also an avid sailor and even hosts SMPTE members, friends, and family on his boat. He is also a strong advocate for disability rights and other causes close to his heart. His strong advocacy and ample supply of empathy are what make him such an amazing leader. His colleagues and fellow SMPTE members admire his presence and expertise, which is why he has been featured in the issue, even if he feels like he doesn't deserve it.



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