



SMPTE Spotlight:

Rachel Romero

BY RUSSELL POOLE

One of the biggest concerns facing the media technology industry is that there won't be enough workers in the future. Engineers like Rachel Romero rebuke this fear, accomplishing great things while still in the early days of her career. This

millennial powerhouse has made big waves in the industry and within SMPTE, working with the latest technology at some major organizations.

"One of my first roles was with Nielsen, the market research company," said Rachel. "I started as an Instructional Designer but quickly transitioned into media production



CURRENT POSITION:
Broadcast IT Engineer,
Monumental Sports &
Entertainment

PROFESSIONAL ORGANIZATIONS:
SMPTE, Women in Media

DEGREES:
Florida State University | B.A.
Psychology, Minor in Religion | M.S.
Instructional Systems & Learning
Technologies

and broadcast engineering. My eight years there were instrumental in shaping both my personal and professional development. It was where I started the ‘career,’ but where I found myself.”

Rachel’s work has caught the attention of some major players and placed her in rooms with some big names. While working for Amazon, she was a leading engineer on the launch of their SMPTE ST 2110 system and worked on events with Former First Lady Jill Biden and Former Secretary of State Anthony Blinken. In her current role as a Broadcast IT Engineer at Washington, D.C.-based Monumental Sports & Entertainment, she’s part of the team responsible for major renovations to the Capital One Arena, including implementing their ST 2110 system.

“Stepping into a role with Monumental Sports to help reinvent Capital One Arena feels like the culmination of everything I’ve worked toward,” said Rachel. “It’s a chance to help define what’s next in broadcast and live entertainment. It brings together my background in storytelling and systems to produce something as iconic and future-facing as live sports and entertainment.”

Rachel joined SMPTE in 2018 and became more involved with the advent of the ST 2110 project with Amazon. “What I especially love about SMPTE is how forward-thinking it

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is as a tech organization—always exploring what’s next and pushing the boundaries of innovation. Today, I stay engaged with the community, continually learning, sharing, and growing alongside others who are just as passionate about the future of our industry.”

Rachel has a deep appreciation for every person and opportunity she comes across in her career, growing from each experience and applying it to her day-to-day life. In 2018, she took a Masterclass with the American Society of Cinematographers, which introduced her to passionate industry professionals who reaffirmed her passion for the work. Her manager at Nielsen, John Cook, passed on an excitement for the industry, as well as the philosophy, “It’s not about how you fail, it’s about how you recover.”

“My hope is to help pioneer how AI intersects with broadcast networks,” said Rachel when asked about her hopes for the future.

“We’re just beginning to understand how these worlds can merge, and I want to be at the forefront of that shift. I also want to keep opening doors for other women in tech and media, especially those who don’t see themselves represented in these spaces yet. Representation matters. If I can be a stepping stone for others, I’ll consider that my real legacy.”

Rachel Romero is already a major player in the industry and has no plans to slow down. Even in her downtime, she enjoys telling stories through images, adopting the man-icure of *Madame Director* when she freelances as a photographer and travels across the world. This ambition for storytelling and a yearning for discovery separates those who simply have jobs from those who innovate.

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