SMPTE Spotlight:

Teju Mulagada

BY RUSSELL POOLE

CURRENT POSITIONS:
Chief Technology Officer, TruCreatives; Education Director, SMPTE; Board of Editors, SMPTE

PROFESSIONAL ORGANIZATIONS:
SMPTE; Project Management Institute (PMI)

EDUCATION:
MS, Northern Illinois University; BTech, Computer Science, JNTU

The world of media technology runs on those who can create and execute plans with precision. Teju Mulagada, a technical program manager and systems architect, is trusted by some of the most innovative organizations in the industry. At her young age, she's already Chief Technology Officer at TruCreatives and has a career that rivals any industry expert in the field.

"I grew up in Hyderabad, India, earned a BTech in Computer Science from JNTU and an MS from Northern Illinois University, and started as a software developer," said Mulagada. "Broadcast became home at Alphacord Media Group, where I helped plan and integrate SMPTE ST 2110 IP systems for sports and network broadcasters, as well as smaller studios. At TruCreatives, I led the architecture of our CRM, TruCRM, and our ordering platform, TruOrder. From Hyderabad to New York control rooms, I carry my parents' belief in me into every project."

Mulagada's talents became known to SMPTE in 2023, when she began working on ST 2110 integration for a sports network. That project led her to SMPTE's Understanding ST 2110 and Media in the Cloud courses. She soon joined the Motion Imaging Journal's Board of Editors, reviewing work on IP networking and AI. Now, as an Education Director, she's modernizing how SMPTE builds and shares learning.

"Some of my proudest career moments include watching ST 2110 systems I helped plan come to life for sports and network broadcasters," said Mulagada. "Presenting "Leveraging Multi-Agent AI for SMPTE ST 2110 Workflows" at the SMPTE Media Technology Summit 2025 and contributing a chapter on AI in broadcast to the forthcoming book Transforming Media Production in the AI Era was also very meaningful. This year, I'm proud to serve as SMPTE Education Director and as Session Chair for the

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MTS 2026 session, "Building the Future of Streaming Infrastructure: Personalization Meets Ultra-Low Latency."

Mulagada's drive and attention to detail have made her a valuable player in the industry outside of SMPTE. She even fiddles with tech in her off hours, programming AI agents and experimenting with SMPTE ST 2110. This brand of passion is unique and has helped usher her through even the most turbulent times.

"I want to keep building the bridge between broadcast engineering and AI, and to keep it human-centered: smart automation, with people firmly in the loop," said Mulagada. "I also want more women, South Asian technologists, and anyone who doesn't see themselves in a control room yet to know they belong here. That's why I'm a CS teaching assistant at Unity Prep in Brooklyn, a Rise mentor, and a judge at NYCSEF and FIRST Tech Challenge. If one student walks into a control room someday because of a conversation we had, that's my legacy. I also host the podcast "Offscript Yaps (https://www.youtube.com/@offscriptyaps): and next I'm spotlighting small facilities," since the podcast has launched.

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