



Sarah Priestnall

Moderator

Sarah is an experienced executive with a thorough understanding of production and post-production workflows gained by hands-on experience, combined with a deep knowledge of business strategy and technology development.

For 7 years she served as VP Market Development at Codex, where she evangelized the use of RAW workflows as digital acquisition became the norm. Previously, she was VP Operations at Hollywood Intermediate, a boutique DI facility, building on the pioneering work she did at Cinesite, a Kodak subsidiary, managing the team that worked on *O Brother, Where Art Thou?* for the Coen Brothers and Roger Deakins, ASC BSC, one of the first digital intermediates. In the nineties, she was Product Manager for the Academy Award winning Cineon compositing software. More recently she worked at Avid, as the Director of Product Management for Media Composer.

Sarah is an associate member of the American Society of Cinematographers (ASC) and a board member of the Colorist Society International.