



# ACG Research Announces New Principal Analyst for Video Technology Services

*Telecom cable and media seasoned executive joins ACG Research to lead video technology services*

GILBERT, ARIZONA, USA, September 13, 2016 /EINPresswire.com/ -- [Liliane Offredo](#), a seasoned professional in the cable, telecom and media industry, has joined ACG Research, an analyst and consulting firm, which provides market share and forecast analysis in the service provider equipment space, business modeling and key performance indicators consulting services, service creation, strategic messaging and go-to-market strategies in all aspects of the networking industry.



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Liliane Offredo will extend ACG Research's strong presence in the service provider space by bringing her extensive multi-disciplinary background and experience with service providers, vendors, and other telecom industry stakeholders.

Ms. Offredo will be responsible for ACG's [video](#) technology and services practice. She will assess the competitive dynamics that are driving the industry, as well as new technology trends, network evolution drivers, consumer behavior changes and other catalysts for change. These assessments will inform a thorough analysis of the major industry players, including established vendors and emerging ones. She will also assist ACG's clients in evolving their strategy to remain competitive amidst a fast changing marketplace and will help them advance their product strategy.

Liliane brings a wealth of expertise to this role, including a senior leadership experience with Time Warner Cable (now part of Charter Communications), focusing on technology strategy and competitive analysis; a senior role with Verizon Corp., where she played a key role in developing innovative products and services to drive major new revenue. She also advised major industry players, including operators, vendors, private equity firms, and management consulting firms.

"My work over the past few years has focused on staying abreast of the furious change driving the communications industry and on helping my clients assess the competitive landscape, create innovative products, fine-tune their strategy and evaluate transaction opportunities," says Ms. Offredo. "I cannot be more thrilled to join the team at ACG, where, in addition to continuing to do what I love to do, I will be working with a highly skilled and accomplished team. Their invaluable expertise will add a major dimension to my work and will significantly broaden my scope and that of the firm."

"Video traffic takes up a large percentage of the carrier bandwidth; many are realizing that owning the content and developing new interactive media services will have a vital impact on profitability" says Dr. [Ray Mota](#). "As ACG looks to expand its coverage into all areas of the telecom space, video/media coverage not just from the vendor side but also from the services side will require an exceptional level of expertise. We are excited to have Liliane join our existing team of experts."

For more information about ACG's Video Technology and Services practice or to schedule a briefing

with Liliane Offredo, contact lleone@acgcc.com.

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