



ALT Systems Appoints Billy Russell Executive Vice President and Chief Information Officer

Burbank, CA. (August 2, 2022) – ALT Systems, a full-service systems integrator and workflow solutions provider, has hired Billy Russell to the role of Executive Vice President and Chief Information Officer. Mr. Russell will be responsible for all technology, business development and sales activities at ALT Systems.

“Billy brings over 25 years of knowledge and technical experience in high performance computing, file based workflows, networking, mass storage architecture and top tier customer and vendor relations” said Jon Guess, president of ALT Systems. “We are excited for him to take on this additional responsibility. In addition to his professional accolades, Billy is intentional and personable, which makes him a pleasure to work with for both our clients and vendors. This move will further solidify our position as one of the industry’s leading professional post production facilities.”

In addition to his skills in the technical space, Billy has years of management and business experience. Prior to joining ALT Systems as EVP and CIO, he served as VP and CTO of an LA based integration company where he led the company’s growth and technology for over 9 years. Initially, he gained experience at companies such as Technicolor, Discreet Logic / Autodesk and Data Direct. Mr. Russell has spent much of his career leading Fiber Channel and Ethernet based shared storage designs and deployments along with managing technical teams and day to day business.

“I am happy to join ALT Systems in a leadership role within the organization. ALT has always been a well-respected leader in production workflows, media technology and customer support. There is also tremendous synergy between my goals, the company goals and our shared ‘customer first’ mentality. My main objective was to continue delivering first class solutions and technology along with second to none customer service. Having been on the end user side for many years, I know firsthand how I would have liked my vendors to work with me, and that is what we strive to deliver,” said Billy.

About ALT: ALT Systems is a full-service systems integrator that delivers products and solutions for compositing, editing, dailies, color correction, data storage, networking, rendering, and archiving. They are the trusted advisor and integrator for names such as: CBS, Deluxe, HBO, Streamland Media, Picture Shop, Trailer Park and many others. They provide each customer a unique solution customized to meet their specific needs by offering extensive knowledge, demonstrations and evaluations, straightforward pricing, and flexible financing. Putting the customer first is a core value of the company.

ALT Systems offers solutions from top-tier manufacturers including, Apple, Avid, Brocade, Blackmagic, Colorfront, HP, Quantum, Qumulo, Seagate, Smart Optics and VAST Data