



Kaleidescape picks Cheena Srinivasan as its new CEO.

Srinivasan is a founder of Kaleidescape and previously served as the company's COO and EVP. With over 25 years of experience, Srinivasan has been essential in establishing Kaleidescape as it pioneered the development of movie servers.

Srinivasan steps into the role of CEO at a pivotal time for the industry, says Kaleidescape. The company says while movie purchasing behaviour is shifting away from physical disc ownership toward digital models, consumers continue to demand physical formats--and a large majority haven't yet made the transition from disc to digital. This, says Kaleidescape, creates the need for a product that caters to both forms of content.

Kaleidescape looks to provide a compelling "digital bridge" that allows consumers to enjoy their physical collections as well as new digital content. As CEO, the company says Srinivasan will focus his efforts on establishing Kaleidescape as the best platform for electronic sell-through by offering the convenience of streaming, the quality of Blu-ray, and a catalogue of titles that is second to none.

Since Kaleidescape's inception, Srinivasan has provided strong leadership in the areas of sales, business development, and marketing. He led the effort of collaborating with major studios to transform the business from being solely disc-based to including a digital delivery service that

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combines the ease and convenience of purchasing online with the best of what is available on discs in terms of selection, quality, content, and special features. Srinivasan was also the driving force in bringing UltraViolet to the Kaleidescape Store, providing customers with access to their movies on mobile devices.

“I am proud that Kaleidescape is the gold standard for delivering a remarkable movie-watching experience in the finest home theaters in the world,” said Srinivasan. “We cater to people who love to consume movies in an immersive and experiential manner that streaming alternatives just can’t match in terms of quality, special features, and breadth of content. We’ve built an exceptional team that has shipped over 135,000 products used in close to 16,000 installations, located in more than 120 countries. As we continue to grow the company, our vision is to bring the Kaleidescape Experience to many hundreds of thousands more customers around the world by accelerating the disc-to-digital transition via the Kaleidescape Store and new lower-cost devices.”

Srinivasan’s previous experience includes serving as the vice president of marketing and worldwide sales development at Mirapoint. He was also the director of enterprise marketing at NetApp during the time when annual revenue grew from \$2 million to more than \$200 million. Srinivasan began his career at Sun Microsystems, leading product marketing for the company’s file server products.

He holds a master’s degree in management from the Sloan School of Management at the Massachusetts Institute of Technology (MIT), and a master’s degree in operations research, also from MIT. He earned his bachelor’s degree with high honors in industrial engineering from Georgia Institute of Technology.

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