

Cast & Crew Names John Berkley as President

Veteran technology executive to fill new role, underscoring focus on digital innovation and growth

BURBANK, CA – August 31, 2017 – Cast & Crew, the premier provider of technology-enabled payroll, accounting and production management solutions to the entertainment industry, has appointed John Berkley as President, effective September 5, it was announced today by Eric Belcher, the company’s Chief Executive Officer. In this newly formed role, Berkley will report to Belcher and be responsible for driving Cast & Crew’s growth strategy and the evolution of its product portfolio, overseeing the functions of Product, Marketing, Program Management, Corporate Development & Strategy and the Final Draft business unit.



“We are thrilled to have John join our team and I look forward to partnering with him as we further advance our company and our strategy,” Belcher said. “I’ve known John for several years, and worked closely with him at Cast & Crew this year, so I know he will be a terrific addition to our executive team.

“Cast & Crew has grown significantly and achieved a great deal over the past several years – and identified several new strategic opportunities. John’s expertise and experience in growing and building companies aligns perfectly with our rollout of digital products and with our continued focus on providing the industry’s best customer service.”

Berkley has more than 20 years of experience in leadership roles at prominent software and technology companies. As a member of the senior executive team at payment technology innovator Mercury, he led product, go-to-market, operations and program management during a period when that company achieved substantial growth and industry thought leadership. Prior to Mercury, he was Senior Vice President of Product at Responsys, where he played a central role in leading the company through its IPO and entrance into multiple new markets. Berkley has also been a CEO, executive and advisor at a number of high-profile internet and software startups. As an Operating Executive at Silver Lake (Cast & Crew’s lead investor), Berkley has been working on site at Cast & Crew for nearly a year, coordinating the company’s go-to-market strategies for its digital products, among other responsibilities.

“Cast & Crew’s market position and strategic focus present an amazing opportunity and I am so excited to be joining the company at this moment in its growth,” Berkley said. “We have gone through significant strategic, operational and business-scope changes over the past few years – all of which have set the stage for the company we are becoming. Most importantly, I look forward to working with Cast & Crew’s exceptional employees and clients, as we help bring to life the digital future of the entertainment industry.”

ABOUT CAST & CREW

Cast & Crew Entertainment Services (www.castandcrew.com) is the premier provider of technology-enabled payroll, accounting and production management solutions to the entertainment industry. The company's solutions include payroll processing, residuals processing, workers' compensation, labor relations, production incentives consulting and management, and production tax credit financing. Cast & Crew's PSL production accounting software is the industry-leading accounting application serving the needs of the film, television and digital media industries. The company was founded in 1976, and its corporate headquarters are in Burbank, California.

ABOUT SILVER LAKE

Silver Lake is the global leader in technology investing, with about \$39 billion in combined assets under management and committed capital and a team of approximately 100 investment and value creation professionals located in Silicon Valley, New York, London, Hong Kong and Tokyo. Silver Lake's portfolio of investments collectively generates more than \$140 billion of revenue annually and employs more than 300,000 people globally. The firm's current portfolio includes leading technology and technology-enabled businesses such as Alibaba Group, Ancestry, Broadcom Limited, Ctrip, Dell Technologies, Fanatics, Global Blue, GoDaddy, Motorola Solutions, Red Ventures, Sabre, SoFi, SolarWinds, Symantec, Unity and WME | IMG. For more information about Silver Lake and its entire portfolio, please visit www.silverlake.com.
