



Trust Snader and Associates as your one-stop shop for many solutions!

Snader and Associates is an independent reseller and systems integrator serving broadcast/film, production/post-production, audio-visual presentation, 3D animation, games/interactive and federal government markets. For over three decades, our team of dedicated sales and service professionals has provided solutions to our clients to help their operations thrive. With 4 offices, and a staff of over 60 employees, the firm is acknowledged for both its technological expertise in the design build business – and its outstanding record of service and client support.

In addition to representing an impressive selection of over 500 manufacturers with award-winning products and software, Snader and Associates provides unparalleled technological expertise and support. With our industry experience and long term relationships with our manufacturers, Snader and Associates provides excellent value, not just the lowest price.

Snader and Associates has a strong and ongoing commitment to the clients we serve. We continually reaffirm that commitment, and reinforce our connection, by embracing each client's unique business objectives. As **a single source for multiple solutions**, our team provides clients with the tools to achieve their initiatives effectively and efficiently.

Snader and Associates realizes that, no matter how 'bleeding edge' the technology sold, the strongest and most lasting connections are made through outstanding service ... one client at a time... person to person... face to face.

We invite you to [click here](#) and contact a Snader team member today!

Management Team

John Beritzhoff

President and Owner

jberitzhoff@snader.com



John Beritzhoff is in his 30th year with Snader and Associates! After graduating from San Francisco State University's Broadcast and Communication Arts program, John led a (slightly) more glamorous, though short-term, life on the pro tennis circuit before trading his racquet for a rolodex -- and joining founder Bob Snader as employee #2 in 1979. John became a full partner in 1988, and President in 1999. During his tenure, John has helped to guide Snader and Associates from an original 2 employees to its current staffing of over 60, in 4 offices throughout California, and sales in excess of \$40 million. He currently represents the firm at national meetings of PSNI (Professional Systems Network International), and he serves on the Industry Advisory Board at his alma mater. As President of Snader and Associates, John continues to guide corporate growth and to oversee all aspects of daily operations, including new business development.

Anthony Cuellar

Vice President, Sales and Marketing

acuellar@snader.com



Anthony joined Snader and Associates in 1996 after managing the western US and Canada sales channel for Sharp Electronics. As a 25-year veteran of the electronics industry, in multiple positions with fortune 100 companies, Anthony brings a unique perspective to the company. As a collegiate athlete at University of Kentucky (and a member of the 1976 Peach Bowl Champions!), juggling football and science classes created the perfect training for the fast paced technical and competitive world of professional audio-video integration. Having graduated with a Physics degree, Anthony frequently puts his time-space manipulation skills to great use as he oversees the commercial sales division of 19 people; manages vendor relationships; personally carries several strategic accounts in the film, post-production and

medical verticals; and directs the marketing efforts for each of Snader and Associates' business units, including the digital, government, systems integration and services groups. **Bruce Raddatz**

Bruce Raddatz

Vice President, Government and Broadcast Sales

braddatz@snader.com



Bruce Raddatz joined Snader and Associates in 1985 to give the company a sales presence in the South Bay. Prior to joining Bob Snader and John Beritzhoff, he worked in sales and marketing at ADDA Corporation, was a founder of Control Video Corporation (an early adaptor of touch screen technology with their linear editing system) and the supervisor of post production at a Mountain View, CA production house. Bruce has a BA in Psychology and an MBA with an emphasis in marketing from the University of Colorado. He also served in the Army Reserve as a medical corpsman and operating room technician. Bruce started the Sacramento area office in 1988. During his time with Snader, Bruce has been an account manager for a variety of broadcast accounts plus corporate, production, educational institutions, and federal, state and local government entities. **Steve Best**

Vice President, Finance and Operations

sbest@snader.com



Steve Best joined the company in 1987 and has been the key player in managing the company's financial growth and stability during the economic rollercoaster of the last twenty-three years. He also has had responsibility for the company's management of the day to day operations. Another University of Colorado alumnus, Steve holds a degree in finance. At Colorado, Steve was a 4 year member of the baseball team. Prior to joining Snader, Steve was with Wells Fargo bank and owned his own bookstore. He has served on the Board of Directors of PSNI (Professional Systems Network International), a premier network of audiovisual and broadcast communications systems integrators for five years. Steve is an avid handball player, enjoys rowing, international travel and collecting art. **Tom Anderson**

Manager, MEDIA & ENTERTAINMENT

tanderson@snader.com



Tom is Snader and Associates' third Buffalo (along with Bruce and Steve!), having graduated from the University of Colorado at Boulder with a double major in Art History and Geography. After a bit of globetrotting, Tom returned to San Francisco where he worked for Adolf Gasser's professional photography store selling studio gear. Photography gave way to video and, while later working as a manufacturer's rep, Tom met company founder Bob Snader while out on client calls. Bob quickly scooped Tom up as an Outside Sales rep handling post-production and broadcast clients in San Francisco, where he directed several notable projects including the CNET and TechTV studio builds – as well as numerous facilities' transitions to digital and HD post-production. Today, Tom manages the Snader Media & Entertainment Group – the company's internal team that focuses on workflow solutions for editing, FX, storage, encoding and file conversion. He lives in Nicasio (west Marin County) on

20 acres with his family, some very cool sheep and one seriously 'rock star' llama.

Ron

Olds

Manager – Snader Services Department (SSD)

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Ron Olds, Snader and Associates Service Manager is a seasoned industry veteran with over 20 years of experience in the professional audio visual industry. Based in the Santa Clara office, Ron is responsible for all aspects of our post sales support statewide. He is responsible for both broadcast and audio visual service for Northern and Southern California. Additionally, Ron manages a portion of the Silicon Valley office engineering staff. Prior to joining Snader and Associates, Ron spent 20 years working within the broadcast and industrial video industry in roles including technology and test evaluation engineer and broadcast systems engineer. Ron lives with his family in sunny San Jose.

Lisa Corbally

Manager – Snader Systems Group (SSG)

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Lisa Corbally started at Snader and Associates in early 2000, in the firm's South Bay location, as an Inside Sales Associate. After learning how to turn on her computer (true story), she was quickly drawn to the chaos of systems integration. She morphed into the company's first project coordinator, and never looked back. She single-handedly managed her first project (over \$1 million), while adopting new internal procedures for the department. For the last few years she has been the department manager of Snader Systems Group (SSG), building her team to the current staff of 20 personnel, and a rolodex full of contractors. She has been involved in 600+ projects for Snader, and counting...

Athena Szluk

Manager - Administration

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Athena joined Snader and Associates in 1996 and oversees the daily administration of the company including accounts payable and human resources. Also within her domain are employee issues, payroll and insurance. Don't let her fool you... she runs the place! Before coming to Snader and Associates, Athena put her considerable juggling skills to great use with 16 years of bookkeeping for up to 60 different clients!