

Barry Goch
Product Marketing Manager
AJA Video Systems

Barry Goch is Product Marketing Manager at AJA Video Systems, where he drives global product launches for the company's professional video technologies used in film, TV, broadcast, live production, and ProAV markets. He partners cross-functionally with product, PR, and marketing teams to coordinate launch execution and customer communication, ensuring AJA's messaging remains consistent and customer-focused. Barry also leads partner-marketing initiatives with key technology collaborators, including Adobe, Audinate (Dante), Calman, openGear, and RAVENNA. In addition, he oversees video production for AJA's marketing and educational initiatives, managing the creation of demo, training, and promotional content. Under his direction, AJA's YouTube output has doubled year over year, expanding audience engagement and strengthening the company's global brand presence.

As an AJA evangelist and educator, Barry has represented the company at the HPA Tech Retreat, the SMPTE Media Technology Summit, NAB, and IBC. He engages with resellers, post-production professionals, and industry groups such as the Society of Television Engineers (STE) and the Sports Video Group (SVG), keeping him closely connected to customer needs and emerging production trends.

A past chair of the Hollywood Section of SMPTE, Barry produced programs on machine learning in VFX, color management, and content-supply-chain standards in collaboration with the IMF User Group. He also serves as a jury panelist for the Moorpark Film Festival and teaches post-production at UCLA Extension.

A former Hollywood finishing and creative editor, Barry's credits include HBO's *Game of Thrones*, Marvel Studios' *Spider-Man: Homecoming*, *Passengers*, *Money Monster*, and *Eye in the Sky*, along with documentaries on *Midnight Cowboy*, *Wings of Desire*, and *The Iron Giant*. He also edited the SXSW award-winning short *Stucco*.

A published contributor to *postPerspective*, *Post Magazine*, and *Cinemontage*, Barry has written product reviews, workflow tips, and features on innovation—including the 4K HDR restoration of *The Wizard of Oz* and an interview with editor Walter Murch on *Coup 53*. Known for being AI-savvy, he actively explores new technologies to enhance creative workflows and marketing strategies.

Barry holds a B.A. from UCLA, an Executive MBA from Quantic, and has completed Executive-Education programs at the Stanford Graduate School of Business and UCLA

Anderson School of Management. He is a member of the Television Academy, the Visual Effects Society, and the Hollywood Professional Association. Outside of work, he enjoys ice hockey, skiing, and hiking, drawing inspiration from sport to fuel teamwork, resilience, and continuous improvement.