

Founder Craig Malloy Rejoins LifeSize as CEO

Written by Bob Snyder
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LifeSize founder Craig Malloy rejoins the company as CEO of LifeSize and Senior VP of Logitech.

A leader in the video conferencing industry who founded LifeSize in 2003, oversaw its acquisition by Logitech in 2009 and served as LifeSize's CEO until 2012, Malloy's return is heralded as a second coming.

"We welcome Craig's experience and leadership abilities in the video conferencing industry to steer LifeSize at this transformative time and accelerate its ability to bring innovative video solutions to customers of all sizes," says Bracken Darrell, Logitech president and chief executive officer. "Under his leadership, LifeSize is well-positioned to win in this changing market place."

"LifeSize's legacy as a pioneer and world leader in video collaboration is one of the crowning achievements of my career, and I am thrilled to be back to lead us in the right direction and build upon our proven success," says Malloy. "The guiding principle on which LifeSize was founded was one of relentless innovation, and I aim to reinvigorate LifeSize with that inventive, audacious spirit once more."

Audacious may not be enough in a world where Lifesize is no longer the challenger bringing lower cost videoconferencing to Tandberg and Polycom customers. Today the company is an incumbent fighting off lower cost options from BlueJeans and other contenders. But Malloy is the right man to figure out Lifesize's new role.

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