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**Executive Summary**

Dynamic **Program Manager and Data Executive** with 20+ years' experience in Product and Program Management, Data and Analytics team leadership and Consulting. Results-oriented technologist with a diverse background in product, planning and delivery at scale, having **driven** such major initiatives as **Playstation 4 launch** and **Hulu's No Commercials** and **Hulu Live** offerings, with a strong focus on operational sustainability. Recognized as program manager for capabilities scaling agile across complex workstreams, collaborative leadership style, transparent and proactive approach, and keen ability to listen and translate complex operational concepts into tangible action plans. Unique talent in driving results guiding organizations in how to leverage data and analytics. A proven manager and coach with a strong executive presence and presentation voice. Adept in blending big-picture viewpoints, engineering best practices and operational considerations to inspire, build trust, and achieve practical transformation and record growth in companies from start-ups to enterprises. Deep passion for learning, social good and team satisfaction in the workplace.

**Professional Experience****Tillster, Inc**, Los Angeles, CA*SVP, Data Science and Analytics, 09/2019-current*

Leader for Data and Analytics at Tillster (restaurant tech startup disrupting digital food ordering), responsible for:

- ❖ Design and delivery of customer KPI and insights data visualization platform (and requisite pipelines)
- ❖ Data-centric product and service offerings (experimentation and analysis, optimization and diagnostics)
- ❖ Customer management and marketing analytics driving acquisition, engagement, and retention
- ❖ End-to-end concepting, strategy and fit assessment, build, and operationalization of ML data-as-a-service products (recommendation, personalization, targeting services) for customers in existing and new markets, opening new revenue streams and creating differentiation for products in an increasingly crowded market
- ❖ Accessibility and democratization of data across Tillster to not only provide visibility, but to aid in key decision making through the use of data across the organization

**Various Clients**, Los Angeles, CA*Senior Data and Strategy Consultant, 12/2018-current*

- ❖ Product strategy, board presentation development and consultation / analysis across multiple businesses

**Hulu, LLC**, Santa Monica, CA*Acting VP of Data / Director of Software Development (Data and Analytics), 08/2016-12/2018*

Leader for Data and Analytics at Hulu, responsible for servicing the entire organization's demand for a high quality data lifecycle and accurate analytics. Owner of Platform Engineering, Data Product Management, Data Science, BI Insights / Analysis, Product Engineering, and Data Governance.

- ❖ Delivered 360° subscriber data warehouse with multiple querying/visualization tools for different users and fast, integrated access to siloed data (using Thoughtspot, Snowflake, Talend, Tableau, Presto, Hadoop)
- ❖ Created Data Product Management team and discipline and team supporting key business domains to build the right tools delivering the most important analytical needs to the right customers at the right time.
- ❖ Improved data literacy and trust by rolling out Data Governance processes and tooling (lineage, definition, profiling, and metadata management) across Hulu, aligning KPIs, quality metrics and data certification
- ❖ Enabled Data Insights - visualizing/analyzing business performance against targets for subscriber health, marketing efficiency, content engagement, and ads (hours, churn, sessions, revenue, conversion, etc)
- ❖ Built, shipped and operationalized comprehensive, behavioral data and Experimentation (A/B testing) Platform for analyzing engagement and optimizing core features (recommendations, search, etc)
- ❖ Drove Data Science model improvements to address core business questions, such as content valuation and subscriber lifecycle management, right-sizing approaches for interpretability, utility

*Director of Technical Program Management (promoted from Senior Manager), 06/2014-03/2017*

Managed and led Web, Mobile and Cross-team TPMs, a team which grew to encompass several new disciplines within Technical Program Management at Hulu: Data and Metrics, Product Design, and Payments/Subscriptions.

- ❖ Led end-to-end concepting, planning/execution, and operationalization of landmark No Commercials plan, top company initiative chartered by our CEO spanning 20+ dev teams and entire business- product now has > 10 million paying subscribers
- ❖ Co-drove and delivered Hulu Live initiative and redesigned app experience, responsible for the associated new data pipelines, warehouses and access tools
- ❖ Scaled and improved the Web and Mobile and Product Design TPM teams improving collaboration, agile delivery of features, and faster customer feedback cycles
- ❖ Launched the Data TPM (Product Owner) team to better address the business' data needs, collaborated with Data engineering teams to adopt agile dev process and improve velocity/quality
- ❖ Co-led rollout and operations team for Scaled Agile (SAFe) framework (product dev lifecycle and planning process). Ran several large programs as "Agile release trains" to put the process into practice.

**Sony Playstation**, San Francisco, CA

*Senior Manager, PMO Program Management, 4/2012-6/2014*

Leader in Sony Network/Interactive Entertainment team responsible for delivering new features for cross-device services running on the Playstation Network (Video Unlimited, Music Unlimited, PS Store, Account Management/CRM, etc). Est. team of 6 program managers in 4 different cities to drive and deliver key initiatives.

- ❖ Key driver for rollout of new Playstation Store and PS4 interface/store experience and global scale-up
- ❖ First Release Train Engineer (Lead TPM) for PS Video, shipped expansion to Mexico, Brazil, localization service, Video Season Pass feature, MPEG-DASH streaming, and initial beta for PS Vue
- ❖ Established and drove program unifying customer account management across Sony sister companies
- ❖ Drove rollout of Scaled Agile Framework (SAFe) across all areas of SNE (SIE) engineering

**M-GO (Dreamworks/Technicolor)**, Burbank, CA

*Senior Technical Program Manager - Integrations, Data and Subscription Services, 10/2011-4/2012*

Program, product and release manager for many feature areas in launch of M-GO video service

- ❖ Managed feature roadmap for Big Data/REST API services powering app behavior and offline models
- ❖ Drove service integration with external partners (Intel, Samsung, Magento, DigitalSmiths)
- ❖ Orchestrated release integrations and feedback cycles, managing cross-product dependencies and risks

**DirecTV, Inc**, El Segundo, CA

*Senior IT Program Manager - DirecTV.com, 12/2009-11/2011*

Led DirecTV.com, delivering high-impact digital products, including NFL Sunday Ticket (streaming NFL), DIRECTV Cinema (streaming movies/events), redesigned mobile web, DTV Everywhere, offer targeting, bundled broadband, commerce platform upgrade (ATG). Led team of Bain consultants to create 5-year IT Strategic Plan.

**Warner Bros**, Burbank, CA

*Senior Technical Project Manager - eCommerce, 8/2008-12/2009*

Successfully launched wbshop.com, warnerarchive.com, red2blu.com - first WB direct-to-consumer commerce and consumer product properties. Drove integration and operational use of 3rd party platforms, such as Demandware eCommerce, Aprimo CRM, content recommendation services (Baynote, Certona, predictiveintent).

**Various Clients**, San Francisco/Los Angeles/New York

*Consultant, Project Manager, Software Engineer, 1997-2008*

Early career roles as staff programmer/database developer/scripting engineer at Genentech and LookSmart, web development and program management consulting for clients such as Cisco, Software AG, Disney, GE, Boeing, Guidance, Intermix Media (Myspace/Fox). Private consulting in behavioral health and medical clinics supporting electronic health record transformations and web marketing. [Java, C++, Perl, JS, HTML, SQL]

## Education

B.Sc., Biology (minor focus in Mathematics and Music), 1997

Brown University, Providence, RI

**Skills and credentials (for additional info or work samples, please inquire):**

- Program/Product Management: Lean Product Management, Scaled Agile Framework, Lean / Agile / Scrum / XP
- Data Science: MITx MicroMasters, MVT testing (A/B), machine learning and statistical modeling solutions in Python/R/sk-learn
- Data/BI Tools: SQL, SSAS, Tableau, MicroStrategy, Talend, Snowflake,, Spark, Presto, GCP, Redshift/AWS, Looker, SAS
- Streaming/Big Data: Kafka, Couchbase, Kinesis, DynamoDB, MongoDB, Druid, Spark, Flink, Flume, Hadoop, Hive
- Memberships: TDWI (2018), DataconLA, Big Data LA Execs, MITx, Product Development and Management Association, Innovate Pasadena, ASCAP (Performer, Publisher), PMI, Scrum Alliance, Scaled Agile Inc

**Summary experience:** Brown University sciences alum, 22+ years of tech industry experience (as software engineer, program manager, product manager, data analyst/data scientist), 12+ years management, leadership roles in small businesses (Tillster, Intermix, M-Go, Guidance) and midsize/large enterprises (Fox, Disney, DirecTV, Warner Bros, Sony, Hulu), deep focus on digital media, subscription commerce, marketing and ad tech.

**Specialties:** Data Product Management, End-to-end Product Development at Scale, Agile / Scrum team health, Technical Program Management / PMO Leadership, Data and Analytics strategy and execution, Data Engineering for scale, Data science and Advanced Analytics, Machine Learning frameworks and ML Product Development, Statistical Modeling, Product Analytics and Experimentation, Product Research, Business Intelligence, Data Governance, Cloud and Big Data Products and Services, Data mining for social problem solving.

**Extra-curricular:** Data4Good (D4G) Volunteer/Advisor. President - South Pasadena D.U.D.E.S. (Dads United Dads in Education and Service), independent music performer and publisher, volunteer leader on multiple locally organized city and community improvement initiatives

[Interview - Behind the Scenes with Jeffrey Rosenberg \(Hulu Tech Blog\)](#)