

NATHAN MCGOWAN

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EXPERIENCE

Los Angeles Times, then Tribune Publishing

Vice President Product

Jan 2018 - Current

- Los Angeles Times was sold in June 2018 – my role enabling strategic direct to consumer subscription initiatives then expanded across all Tribune properties including Chicago Tribune, New York Daily News, and The Baltimore Sun.
- Product/design team coaching, identifying strategic opportunities and shaping the development of immersive product experiences driving user engagement, satisfaction, retention, and revenue.
- Development and execution of product roadmap, providing context and clarity for stakeholders, colleagues, and team with an emphasis on shared understanding of prioritization.
- Cross departmental communication of key quantitative and qualitative results and learnings.
- In 2018 Tribune enjoyed 68% YoY growth in paid digital subscriptions.
- In 2019 Tribune enjoyed 33% YoY growth in paid digital subscriptions and had its highest week ever in December 2019.
- In 2020, coordinated efforts across product, marketing, and editorial during the Covid-19 pandemic led to Tribune's highest 6 week period of paid digital subscriptions.

The Hollywood Reporter & Billboard

Vice President Product

April 2014 - Dec 2017

- Promoted from Senior Director to Vice President March 2016.
- Hired, coached and mentored product, design, and front end development team.
- Led strategic vision optimizing core digital products, including Billboard weekly music charts serving 7M+ monthly visitors. The initial charts redesign increased visits by 60%, time spent 50%, and ad impressions 200+% while increasing ad viewability and CTR.
- Doubled active users, increased engagement and retention, and grew digital revenue 380% through phased execution of a user-centered design approach, optimization of ad map and technology architecture, and rapid development for emerging distribution platforms.
- Led go to market strategy for product launches, working closely with integrated marketing and sales to capture multiple 6 and 7 figure sponsorship opportunities.
- Led stakeholder interviews and was the key interface between C-level leadership and technology and product initiatives – in order to understand and shape complex business objectives and translate them into a transparent roadmap, an easy to understand framework for prioritization, while sharing well defined and continually evolving success metrics.
- The 2017 Webby's recognized The Hollywood Reporter as "Best Magazine Website" nominee and Billboard as "Best Branded Editorial" nominee.

Participant Media

Director of Product

April 2010 – April 2014

- Promoted from Senior Product Manager to Director June 2012.
- Definition and execution of strategic mobile transition, optimization and growth.

- Definition and execution of film marketing experiences leveraging emerging technologies.
- Implementation of A/B testing framework.
- Website support for video OTT service.
- Between 2013-2014 website audience more than doubled.
- Coaching and mentorship of 2 Product Managers.

Modern Luxury

Director of Product

June 2009 – April 2010

- End-to-end oversight of product strategy, functional definition, design, development and management of metro market websites such as Angeleno, Manhattan, Dallas, and San Francisco.

Spin Media

Director of Product

Oct 2007 – Nov 2008

- Strong collaboration with design, development, marketing, and biz dev teams to define product initiatives, and success metrics while leading execution for music site Buzznet.com.
- Critically evaluate user experience, putting users' needs and expectations first in the definition of requirement while engaging with member community for meaningful product feedback.

Fox Interactive - FoxSports.com

Director of Video Product Management

May 2007 – Oct 2007

- Promoted from Product Manager to Director May 2007.
- Product ownership and execution of video platform, mobile, user generated content, community profiles and tools, search integration, and sweepstakes campaigns.

Fox Interactive - AmericanIdol.com

Product Manager

Feb 2006 – May 2007

- Product ownership and execution of digital downloads, fantasy games, community profiles and tools, user generated video, search optimization, and social media marketing.

EDUCATION

University of Texas at Austin, B.S. with High Honors

EXTRACURRICULAR

UTLA Co-Chair of Communications Committee: Nov 2018 – Present

Founding Member of University of Texas-Austin LA Network professional mentorship program

InVision Design Leadership Forum: Sep 2018 – Present

Participating member advancing the practice of design leadership

Facebook Journalism Project Accelerator: Mar 2018 – Present

Participating member with 500 news industry leaders

Speaker: TV of Tomorrow NYC Dec 2019, DigiPublish LA Oct 2018 & Oct 2019, MoEngage/AWS Growth Roundtable Sep 2019, Digital Hollywood Oct 2016, May 2016, Oct 2017, May 2017