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Executive Summary

Dynamic **product 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, analytics and delivery at scale, having **driven** such major product launches as **Playstation 4** and **Hulu's No Commercials** and **Hulu Live** offerings, **TuneIn's iHeartRadio/NFL/NCAA expansions**, with a strong focus on growth, product engagement and 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 developing data products to solve customers' unmet needs, and driving outcomes coaching organizations to leverage experimentation and analytics. Adept in blending big-picture viewpoints, engineering best practices and operational considerations to inspire, build trust, and achieve transformation and growth in companies from start-ups to enterprises. Deep passion for learning, social good, teamwork, and musical creativity.

Professional Experience

TuneIn, Inc, San Francisco, CA
SVP, Data Science and Analytics, 02/2021-current
Executive Leadership for Data Science and Analytics at TuneIn (streaming radio subscription service), responsible for:
   ❖   Driving vision for TuneIn's data strategy, working closely with stakeholders to identify impactful problems and developing solutions to these problems via machine learning, data science, and analytical tools
   ❖   Leveraging different types of data (e.g., listening activity, user behavior, logging) to develop innovative models that empower decision making across the organization and data products that improve the customer experience
   ❖   Growing and developing the team to scale their skills and output to meet the organizational demand for data
   ❖   Guiding TuneIn's product & content strategy through experimentation and rigorous decision-making leveraging causal inference, machine learning & analytics tools, AB and multivariate statistical testing, and other analysis
   ❖   Planning and delivering a new data platform (collection, aggregation, tooling, and usage) to meet organizational demand for data and insights -- working cross-functionally to ensure data is well-defined, documented, properly instrumented, and high integrity.
   ❖   Ensuring Data Science teams are always delivering value, and actively find new ways to increase impactful output

Tillster, Inc, Los Angeles, CA
SVP, Data Science and Analytics, 09/2019-2/2021
Head of Data Science and Analytics at Tillster (restaurant tech / digital food ordering platform)
   ❖   Architected and delivered customer KPI and insights data visualization platform (and associated pipelines)
   ❖   Drove release of multiple data-centric product and service offerings (experimentation and analysis, optimizations and diagnostic tools)
   ❖   Owned and extended segment.com customer data platform and CRM/marketing capabilities driving acquisition, engagement, and retention
   ❖   Productized and released several ML-based B2B data products (Menu recommendation engine, Customer Engagement Tools) increasing ROI for restaurant customers, opening new revenue streams and creating differentiation in a crowded food delivery market
   ❖   Delivered new BI data portal (governed single source of truth, using Looker) to democratize data across Tillster's business, providing visibility to core KPIs for decision-making and monetizable embedded BI services to external customers.

Various Clients, Los Angeles, CA
Senior Data and Strategy Consultant, 12/2018-current
   ❖   Authored product strategies and board presentations, and consulted / built opportunity analysis in support of various business clients

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 providing high quality data platform lifecycle and accurate analytics. Owner of Platform Data Engineering, Data Products, Data Science, BI Insights / Analysis, 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: ML and statistical models in Python (Jupyter + PyTorch)/R Studio/SAS, Tensorflow, Sagemaker, Databricks MLFlow
- Experimentation: Optimizely, Google Optimize 360, Adobe Target, Oracle Maxymiser
- BI/Query/ETL: Looker (developer certified), Tableau, Mode, SQL, SSAS, Talend, Hive, Presto, DBVisualizer, Databricks, DBT
- Pipeline Tools/DBs: Kafka, MongoDB, Druid, Spark, Flink, Hadoop, AWS/Redshift/RDS/Dynamo/Kinesis/Lambda, Google Cloud/Bigquery/BigTable/Data Studio, Snowflake, Snowplow, Airflow, Postgres/MySQL, DBT
- Marketing/Subscription Management Tools: Salesforce Marketing Cloud, Segment.io, Rudderstack, Braze, Marketo, Amplitude, GA360, Appsflyer, Firebase, RevenueCat, Branch.io
- Memberships: Data 4 Good Advisory Board Member, Google Analytics Certified (2010), Google AdWords Certified (2010), TDWI (2018), Volunteer Leader - 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, Enterprise/B2B Tool Solution 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) Board Member/Advisor, DataCon LA Speaker/Volunteer, Data Science Salon LA 2018 Speaker, President - South Pasadena D.U.D.E.S. Volunteer Organization (Dads United Dads in Education and Service), independent music performer and publisher, volunteer leader on multiple locally-organized city and community improvement campaigns, ballot measures and initiatives.

Interview - Behind the Scenes with Jeffrey Rosenberg (Hulu Tech Blog)