

## VP DIGITAL MEDIA SERVICES AND CONTENT DISTRIBUTION

### Professional Summary

"A cross-functional product, operations & technology leader executing at the intersection of media, multi channel distribution, IT Services, and the consumer." Transformation & Leadership-Skills

### Work History

01/2009 to 01/2010

VP Digital Media Services And Content Distribution Company Name " City , State

- Led SaaS file based workflow post production, editing, packaging, distribution, and content servicing P&L for clients including Sony Pictures Entertainment, Paramount Pictures, Warner Bros., and Walt Disney Studios.
- Completed 800 Terabyte Infrastructure and workflow process design across encoding, transcoding, delivery platforms to facilitate library migration to HD content.
- Facilitated customer content launches for sell thru platforms Apple Germany, Apple France, Xbox, Playstation Networks, Amazon, and other distribution channels including ATT Mobile and DirecTV.

01/2008 to Current

Independent Contractor Company Name " City , State

- Led The Walt Disney Interactive Media Group Technical Operations Shared Services Organization from internet startup to "Commercial Grade" Internet Infrastructure, Platform, and Engineering Services provider fueling 3X audience growth (85 million Unique visitors a month) and revenue from global product (Fantasy Games, Toontown MMRPG, Disney Broadband, ESPN Motion, Disney Stores, ), Mobile MVNO service, and Ecommerce offerings from ESPN.com, Disney.com, ABCNEWS.com, ABC.com, Disneyworld.com, and DisneyStores.com.
- Strategic Planning/Execution- Delivered Playboy's integrated "Digital Content Factory" launching video download offering, affiliate model for audience growth on Playboy.com, and scalable content production/post-production, distribution services establishing a lead position in "Omni Channel" media consumption across (Print, DVD, Online, Broadcast, Mobile, and Location Based Entertainment).
- Innovation- Launched ESPN Motion infrastructure, a pioneer product, in ad supported rich media delivery.
- Established global "Best in Class" multi channel customer contact center, network, and IT services infrastructure during hyper growth stage of Capital One Financial Corporation powering scale from 700 employees to 22,000 and 3 million account holders to 30 million across multiple continents.
- Operational Efficiency/Effectiveness- Re-negotiated network, application software, maintenance support agreements, standardized, virtualized, and consolidated infrastructure and environmental footprint to slash bottom line IT costs by over 30%.
- Leveraged and implemented ITIL best practices framework, open source technologies, process re-engineering, program/project management methodologies, increasing availability metrics to 99.99% while maintaining flat FTE counts.
- Team Building and Collaboration- Established global product development and support model for video download subscription business across engineering, product development, Q/A, technical operations, marketing, and finance in Japan, the UK, and the US.
- Maintained retention levels (less than 6%) through clear mission, matching right resources with right roles, progressive job families, succession planning, rewards/recognition programs, and cross training.
- Built communication triads (Business, Operations, IT) facilitating prioritization across 60 geographic locations and establishing program/project management methodologies improving on time delivery by 20%.
- Provide IT and Operational Leadership services and guidance to businesses challenged with scalability, flexibility alignment, and growth.
- Developed a speaker forum "Business Hack Japan" for the Japanese media community, (designers, gaming companies, web services, CGI artists, and film production/distribution).
- Landed a contract with JETRO (Japan External Trade Org.) to publish paper on US Digital distribution landscape.

01/2005 to 01/2007

Senior Vice President/ Chief Information Officer Company Name " City , State

- Developed and led rich media product/technology strategy and support for the Online, Broadcast, Mobile, Publishing, DVD Distribution, and licensing business models including, content creation, content management, content distribution, billing systems architecture, business intelligence, and enterprise back office systems.
- Launched Internet delivered VOD subscription based product line with over 2000 titles and re-launched Playboy.com with Web 2.0 features with payback in 8 months.
- Established enterprise asset/content management system to capture and catalog over 50 yrs of image, text, and video content across the enterprise to enable ad supported lifestyle product offering, video subscription services, and affiliate traffic generation to Playboy.com Integrated two business acquisitions into the corporate infrastructure in 6 months.
- Established consolidated hosting strategy and enterprise bandwidth agreements realizing 30% reduction in infrastructure costs.

01/2002 to 01/2005

Vice President Technical Operations Company Name " City , State

- Built shared services organization supporting subscription based products, multi player gaming solutions, advertising business models, travel, and retail commerce for all Disney business verticals in the b to c online channel and Disney/ESPN Mobile MVNO services.
- Captained the design, implementation, and support infrastructure delivering 30+ billion page views per year and 85+ million unique visitors a month at ESPN.com, ABCNEWS.com, and Disney.com.

- Reduced operating costs by 20% through system/network contract renegotiations, and implementation of audit and control procedures for capital expenditures.
- Improved operational stability, reliability, and availability through the implementation of IT Service Management framework including best practices in change management, incident management, and configuration management achieving 80% first call incident resolution.
- Completed data center expansion efforts to accommodate 5 year growth projections of 100% increase in capacity for rich media products and content delivery for global product launches.

01/2000 to 01/2002

Vice President of Operations Company Name " City , State

- Directed design and implementation of all business plans with scalable, operational support strategy (customer care, provisioning, purchasing, sales, back office) for this start-up company, providing fully managed web hosting and managed security services.
- Acquired and managed major accounts through top-level presentations with CXO's.
- Secured commitments for additional funding after debt-for-equity restructuring and reduction in monthly cash flow initiatives were completed.
- Achieved 100% on-time delivery rating for customer solutions and 80% first-call resolution on all customer requests.
- Completed multi-phased approach to sales automation and service management business processes through implementation of Siebel's Mid Market CRM suite resulting in end to end customer lifecycle tracking.
- Achieved service-level availability of 99.99% and reduced server build time from 2 days to 6 hours.

01/1994 to 01/2000

Director of E-Business Infrastructure/ Network Operations Manager/ Telecom Manager Company Name " City , State

- Developed and implemented strategic plans and nationwide tactical support strategy with service-level management for all desktop applications, data and voice networks, call center infrastructure including ICR/VRU, inbound/outbound predictive dialing, and PBX/ACD.
- Managed a \$26 million budget within 4% of plan across an internal customer base of 20,000 associates supporting over 22 million external customers.
- Established online financial services brand through account acquisition and servicing including a shopping portal, online auto loan approval, loyalty card, and coupons.
- Negotiated outsourcing arrangements with external development resources and infrastructure providers for shopping portal (www.capitaloneplace.com) achieving readiness for shopping season.
- Improved staff-to-desktop ratios by 50%, while reducing work order completion times by 20% and monthly trouble ticket to platform ratios by 23% through restructuring including the establishment of regional support teams, centralizing help desk functions, configuration standards (desktop and server build templates), and a quality assurance/metrics/audit function.
- Participated in IT charge-back modeling project selecting Network Operations as prototype group to bill back business unit customers.
- Established management principles through Sportsmind executive leadership development program, geared to provide a common language, linguistic behaviors, tools, and competencies to manage through day-to-day projects, conversations and problems.
- Co-led an operational imperative to build a standardized project management office producing a formal process for approval, budgeting, and tracking of every project Achieved availability metrics of 99.99% through intelligent inbound/outbound predictive call routing infrastructure supporting over 110 million calls annually, reaching payback in 10 months and improving right party contacts by over 25%.

01/1990 to 01/1994

Manager of MIS Company Name " City , State

Education

1998

MBA :

Virginia Commonwealth University - City , State

B.S : Business Admin. - Management Landmark Forum Franklin Pierce University Univ. of Virginia Darden School Change Mgt - City , State

GPA: Magna cum Laude Business Admin. - Management Magna cum Laude Landmark Forum

Skills

ACD, acquisitions, ABC, ad, advertising, Apple, approach, automation, billing systems, Broadband, Broadcast, budgeting, budget, business intelligence, business plans, business processes, c, call center, cash flow, catalog, CGI, change management, com, configuration management, content, content management, content creation, CRM, clients, customer care, delivery, product development, DVD, Ecommerce, editing, equity, features, film production, finance, Financial, help desk, image, Innovation, ITIL, Japanese, Team Building, Leadership, leadership development, marketing, Market, office, 2000, migration, modeling, enterprise, Network, Networks, packaging, page, PBX, presentations, process re-engineering, process design, producing, project management, speaker, purchasing, quality assurance, retail, routing, sales, Siebel, strategy, strategic plans, Strategic Planning, Unique, video, web hosting, workflow