

CONTACT

201-396-9014
MatthewEngler@gmail.com
Teaneck, NJ 07666
[linkedin.com/in/englermatthew](https://www.linkedin.com/in/englermatthew)

ABOUT ME

Product leader with 10+ years shipping streaming experiences across CTV, mobile, and emerging platforms. I drive growth and retention by simplifying complexity and build AI tools to ship smarter, faster.

EDUCATION

Ben-Gurion University of the Negev

Be'er Sheva, Israel // July 2010
Master of Arts in Middle East Studies

Tisch School of the Arts - New York University

New York, NY // May 2008
Bachelor of Fine Arts with Honors

CORE COMPETENCIES

Streaming Product Strategy
Cross-Platform UX (CTV, Mobile, Tablet, Vision Pro)
AI-Augmented Workflows
App Store Optimization (ASO) & Growth
Agile Product Development
Partner Platform Integrations (Apple, Amazon, Roku, etc.)

TECH SKILLS

Tools:
• Jira
• Confluence
• Figma
• Miro
• Notion
• Shortcut
• Trello
• Basecamp
• Easy Retro

Platforms:
• Partner App Consoles (Apple, Amazon, Google, Roku, Vizio, LG)
• ChatGPT
• Gemini
• NotebookLM

Matthew Engler

Product Management Leader

PROFESSIONAL EXPERIENCE

National Basketball Association (NBA) \ Remote

Apr 2025 - Present

Senior Technical Product Manager (contract), D2C Products, Technology & Operations



Lead the development of a scalable, white-label streaming platform across CTV devices, balancing partner needs, technical complexity, and fan experience to deliver consistent, high-performance apps across the NBA ecosystem.

- Set the product vision and roadmap for the NBA's white-label CTV platform, powering league and partner-brand apps across Roku, Apple TV, and Fire TV
- Standardize UX and performance across devices, improving consistency and simplifying feature rollouts under aggressive seasonal timelines
- Champion the use of AI in product workflows, building internal tools to generate user stories from Figma and speed up design-to-dev handoff
- Prioritize backlog and tech investment using fan insights, telemetry, and partner feedback, aligning short-term delivery with long-term scalability
- Act as the connective tissue across engineering, UX, QA, and business teams, turning broad goals into shippable, fan-facing features

Tubi (Fox Entertainment) \ Remote

Apr 2023 - Oct 2024

Product Manager II, Growth



Led product growth efforts across streaming platforms, including Fire TV, Apple TV, Vision Pro, Verizon, Vizio, and TiVo, shipping features and integrations that expanded reach, improved retention, and drove measurable revenue impact.

- Expanded Amazon Live Tab placement, resulting in a 20% spike in linear traffic and improved editorial visibility
- Launched new Verizon FiOS app, generating over 600K hours of new viewership and an estimated 400K new viewers in the first six months
- Introduced a new onboarding variant through A/B testing, driving a 2.23% lift in gross revenue and 19.1% improvement in early-session conversion
- Designed AI-powered workflows to create and test demo-targeted app store listings based on keyword search behavior, resulting in a 23% CVR lift and #1 rankings across priority terms
- Delivered platform-native features such as Continue Watching on AFTV, improving retention and session continuity

Paramount Global \ New York

Jan 2014 - Mar 2023

Promoted through strategic product roles, ultimately leading platform strategy for Nick & Nick Jr. AVOD apps.

Product Manager, Network Streaming - Nickelodeon Video-on-Demand

Apr 2022 - Mar 2023



Led the product evolution of Nickelodeon's digital streaming experiences, driving long-term engagement and platform alignment across mobile, tablet, & CTV. Owned product strategy and delivery of flagship Nick and Nick Jr. AVOD apps.

- Relunched the Nick Games app experience, increasing visit time by 18% and visit frequency by 12%, unlocking \$125K-\$250K in new annual ad revenue
- Redesigned tablet orientation and UX to improve user centricity, driving a 4% lift in authentication
- Launched platform-first live experiences (e.g., Kids' Choice Awards Livestream, Live Pluto Channels), increasing total streams and time spent
- Implemented kid-safe, COPPA-compliant search, improving discoverability while meeting legal & privacy standards
- Integrated new MVPD partners, streamlining access and contributing to a 2% lift in auth success
- Drove the migration to Paramount's centralized PlayPlex tech stack, reducing operational overhead and aligning with enterprise architecture



Senior Manager, Product Management & Partnerships - Nick Apps & Games

Mar 2019 - Apr 2022



Led cross-functional product strategy across all of Nick Digital, including Nick, Nick Jr., Noggin, and Nick Games, aligning mobile, CTV, and web roadmaps with business priorities around growth, content discovery, and monetization.

- Served as subject matter expert on platform requirements, guiding apps through shifts like iOS ATT and Google Play's Teacher Approved program
- Oversaw a portfolio of 60+ apps and games across mobile, tablet, and CTV, from development to release
- Led Google Play Ad Network launch partnership and implemented rewarded video ads across F2P gaming portfolio



PRIOR EXPERIENCE



Nickelodeon | Manager, Product & Partnerships
Paramount Network (Spike TV) | Associate Producer
Beamly | Senior Producer