SCOTT GREGORY

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CONTENT STRATEGY EXECUTIVE
STRATEGY | DATA ANALYTICS | OPERATIONS

Content strategist with proven track record of building and curating entertainment libraries to drive audience acquisition and retention. Executive with the technical and communication skills necessary to derive actionable insights with data. Cross-functional leader with experience designing and managing operational workflows. Entertainment junkie with broad knowledge of media landscape and practices.

TECHNICAL SKILLS
Languages: Python, JavaScript, R;
Database Management: SQL, Mongo DB, AWS, ETL;
Front-End Visualization & BI: Tableau, Matplotlib, D3.js, Leaflet.js, HTML, CSS, Bootstrap;
Misc: Machine Learning, Web Scraping, API Interactions

STRATEGY & OPERATIONS SKILLS

Content Planning/Curation	Series & Movie Acquisitions	Communication/Presentations
Linear, AVOD, SVOD, TVOD	Budget Planning	Hiring/Developing Staff
Channel Launches/Rebrands	Negotiations	Cross-Functional Agility

EXPERIENCE

VIACOM

SVP, Programming, Media Planning & Acquisitions, Paramount Network & TV Land (2017 - 2018)
SVP, Programming, Media Planning & Acquisitions, TV Land (2016 - 2017)
VP, Program Strategy, TV Land (2007 - 2016)

Led content strategy and operations across all linear, digital and direct-to-consumer platforms (.com, app, VOD, SVOD, TVOD). Work closely with research and data science teams to optimize and forecast content performance.

- Drove new programming strategy to support relaunch of SpikeTV to Paramount Network.
- Successfully launched Paramount's Emmy-nominated series WACO, and YELLOWSTONE, the second most-watched series on ad-supported cable in 2018 behind only THE WALKING DEAD.
- Revitalized the content strategy for TV Land, leading to a rebound with year-over-year audience growth in 2017 (+10%) and 2018 (+4%).
- Built successful multi-channel launch strategies for all TV Land original series, including Darren Star's YOUNGER, boasting viewership increases through an unprecedented six seasons.
- Devised partnerships and content windowing with (v)MVPD, A/SVOD and EST clients with Distribution.
- Co-chaired product task force on strategy, design and launch of network DTC streaming apps.
- Led all studio relations, acquiring all movies and series content.
  - Managed $150+MM programming budget, crafted ROI analyses and proposed long-range plans.
  - Negotiated high-level deal points with internal stakeholders and built rationale decks.
  - Key series: FRIENDS, KING OF QUEENS, TWO & A HALF MEN, MOM, EVERYBODY LOVES RAYMOND.
  - Maintained largest acquired content library at Viacom, including deals with every major studio.

ADDITIONAL RELEVANT EXPERIENCE

BBC AMERICA

VP, Scheduling
Director, Programming

Identified potential acquisitions and co-productions with international partners. Created all program scheduling and media planning strategies for all linear and digital platforms. Oversaw all channel production operations.

- Reversed channel performance in less than nine months, culminating in Prime growth of 20% with target audience. The following year, drove an additional +10% increase year-over-year.
- Created new on-air franchises and popular sponsorship opportunities, including The Underground, BBC America Playhouse and the aPLUS brand, BBC America's cross-media scheduling initiative.
- Re-launched BBC America On Demand, generating greatest number of transactions in channel history.

COMEDY CENTRAL

Director, Program Scheduling

Created all program scheduling strategies and developed sponsored content packages for ad sales.

- Grew primetime audience by +22%, breaking into Cable Top 10 for the first time in network history.
- Brokered record number of added-value opportunities, including at least 34 projects for movie studios, generating a nearly 50% revenue increase in that category alone.
- Became the first channel in the Viacom family to monetize VOD content.

EDUCATION

Columbia University School of Engineering
Data Analytics Bootcamp Certificate

NYU Stern School of Business
Certificate in Data Visualization

Princeton University
Bachelor of Arts in Politics
Certificate in Theater