

VP, Product - Univision Communications Inc.

November, 2013 – Present

Senior executive responsible for Univision's complete portfolio of digital products spanning web, native app, 10-foot experiences, and back-end systems. Manage staff of up to 35 including product/project managers, design, UX, research, and community/customer service teams. Complete ownership of corporate digital product strategy and roadmap from back-end systems to public facing properties. Wide-ranging responsibilities and input into overall corporate direction for Univision Interactive. Drive strategy, requirements, and experiences for multi-year effort to re-launch Univision's entire digital portfolio.

- **Responsibility for ~\$15m annual budget** within P&L with revenues north of \$100m.
- **Managed web properties** reaching more than 40mm unique users a month.
- **Ownership of mobile app portfolio** consisting of 7 multi-platform applications with over 11mm installs.
- **Restructured team** increasing staff from ten to over 30.
- **Redesigned entire portfolio of digital products** leading to significant growth across all KPIs.
- **Portfolio includes the teams** responsible for video delivery, ad technology, consumer experience, analytics and research, CMS systems, consumer CRM, first party data management, native mobile frameworks and development, innovation and R&D.
- **Rebuilt back-end systems** including DAMs, CMS, feed engines, CRM, ad products, and OVP integrations.
- **Build new consumer focused OTT and long-form video properties.**
- **Managed rollout of TVE** across web and apps.
- **Reimagined processes and team structures**, moving Univision from a waterfall to an agile development cycle.
- **Modeled business plans**, strategized, hired teams, and brought to market new "digital only" products.
- Product portfolio ownership crossing many different business verticals including **fantasy sports, long-form and live video, news and information experiences, deep sports data, native advertising, social platforms, and "portal" experiences.**
- **Relationship ownership** with multiple external vendors.
- **Member of Leadership Committee** providing guidance across all aspects of UCI's digital business and strategy.

Co-Founder & Managing Dir. – Food Republic Inc. (Acquired by Zero Point Zero)

September, 2010-October, 2013

Co-founder and acting CEO at Food Republic, a digital media company in the male lifestyle, food/drink, and travel space. Responsible for all aspects of founding, creating, managing, and growing business including business strategy, design, product, technology, staff management, budgeting, accounting, business development, marketing, sales, and fundraising. Launched June 2011, Food Republic reached over 2mm monthly unique readers in its first two years with sustained monthly user gains of 10-15%, significant followings on all social networks, and superb revenue growth. Reported to investors and board. Led efforts leading to a successful acquisition to Zero Point Zero in August 2013.

- **Authored pre-launch business plan** and spear-headed all fundraising efforts resulting in \$1.5m seed funding.
- **Complete corporate P&L responsibility.**
- **Managed full-time staff of eight** and upwards of 40 freelancers.
- **Forged audience development deals** with USA Today, Yahoo!, Google, Tumblr, The Daily Beast, Huffington Post, and others.
- **Created marketing plan** focused on social media, SEO, traffic acquisition, organic link building, and events.
- **Assembled board of advisors** comprised of well-known names and personalities in relevant fields.
- **Acted as CPO** creating product requirements and wireframes, prioritizing offerings, analyzing usage, and increasing engagement.
- **Acted as CTO** managing all engineering and technology.
- **Forged partnerships, managed relationships, and closed sales** with large brands such as Macy's, Diageo, and Mastercard.
- **Pivoted sales efforts to creative content agency model** for well-known national brand partners leading to recurring revenue.
- **Created direct to consumer events** working with external brands, PR, and production companies at festivals and conferences.
- **Spoke on panels and conferences** as part of PR strategy
- **Managed all back-end administration**, HR, legal, and accounting.

VP, Product Development – Zerve, Inc

November, 2009 – September, 2010

Executive responsible for all internet products, design, and technology for online ticketing and ecommerce company powering small businesses in the travel, and tourism activity markets. Managed staff of engineers, product managers, and designers. Responsible for full product lifecycle from ideation through to post-launch analysis and revenue success. Senior corporate leader. Wide-ranging responsibilities and input in overall strategic direction, fundraising, corporate growth, and budgeting. Reported to CEO.

- **Owned overall product roadmap**, feature prioritization, business forecasting, and product strategy.
- **Vetted and managed design firms** engaged in redesigning corporate sales focused website.

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- Spearheaded complex visual and technical redesign of all aspects of Zerve's complex online application.

VP, General Manager – Imaginova (Acquired by Tech Media Network)

October, 2008 – July, 2009

VP, Internet Operations – Imaginova

February, 2007 – October, 2008

Senior executive responsible for overall management and strategy for a network of consumer facing, content based websites with ~7mm monthly unique visitors. (Livescience.com, Space.com, Newsarama.com, Aviation.com). Assembled and managed a staff of nearly 40, including product, UX design, business analysts, marketing, engineering, net operations, and editorial. Managed total product lifecycle and business strategy for all sites. Key member of executive team with reporting duties to CEO and Board. Company was acquired by Tech Media Network.

- **P&L responsibility** of annual \$7m budget with revenues of \$6m.
- **Responsible for all entire digital business strategy** including M&A, marketing, site launches, and budgeting.
- **Worked closely with major brand partners** including B.P., Ford, Dell, Dow Chemicals, and Acura.
- **Designed new video products and strategy** increasing monthly plays from 100k to nearly 2M and doubled pre-roll CPMs.
- **Led contract reviews and negotiations** for many strategic partnerships and service providers.
- **Helmed team redesigning all websites** resulting in ~30% growth in all key metrics.
- **Involved in corporate development efforts** marketing to potential investors, identifying acquisition targets, and strategic partnerships.
- **Responsible for qualitative and quantitative research** analysis of usage patterns.
- **Acted as creative director** overseeing all visual design, information architecture, and interactive usability.

Director of Internet Products – Arch Insurance

July, 2003 – February, 2007

Senior manager overseeing all browser-based application development for a large multi-national reinsurance company. Led multidisciplinary team of business analysts, engineers, designers, and marketers to create public facing web sites and complex data driven internal applications leading to a direct impact on the daily operations and revenue of the company. Responsible for full lifespan of projects from inception through post-launch analysis. Applications built included claims management software, intranet applications, risk and SOX compliance apps.

Director of Customer Experience – LiveAdvice.com (Acquired by AT&T)

March, 2002 – May, 2003

Executive overseeing twelve person production department, including designers, web producers, and product managers for online enabled telephony service. Worked closely with marketing and business development to source, review, and implement new business opportunities, increase brand awareness, and grow market share. In charge of personnel management, hiring new staff members and defining employee responsibilities. Responsible for business strategy and growth alongside CMO and CEO.

VP, Production – Braindock.com

August, 2001 – February, 2002

Led product management, production and design departments comprised of 13 people for international web and wireless ecommerce ASP selling mobile application downloads and DRM technology. Responsible for all product strategies for online and mobile based ecommerce platforms. Worked with Board of Directors to advise on business strategies and sales efforts. Heavily involved in sales process with major retailers including Dixon's (UK), BestBuy, and others.

Co-founder & VP, Product – SeriousPlayer (Acquired by Netopia Inc.)

Nov 1999 – July 2001

Key member of founding team of SaaS service providing tools for offline groups and communities to communicate and manage members. Responsible for entire product design and vision including wireframes, visual design, UX, and tech specs. Managed production process and schedules, oversaw engineering and design teams, and built successful product.

Early Career

Web Production Manager – About.com.....(March, 1999 – November, 1999)

Product Integration Manager – theglobe.com.....(August, 1998 – March, 1999)

Internet Production Manager – General Media International.....(May, 1996 – August, 1998)

EDUCATION

Vassar College, Poughkeepsie, NY

Bachelor of Arts, May 1996 | Major: Sociology Minor: History