Stéphane RICHARD

Paris, France | H: (+33) 633733381 | [stef.richard@gmail.com](mailto:stef.richard@gmail.com) | [linkedin.com/in/stephanrichard](https://www.linkedin.com/in/stephanrichard/)

**Strategic Digital Media Leader | Expert in Product Innovation & Monetization | Driving Growth & Excellence in SaaS Platforms w/ Apps**

**Summary**

Seasoned digital media executive with over 15 years of proven success in driving innovation and growth within the streaming and entertainment industry. Demonstrated leadership in product management, engineering, and marketing, with a track record of transforming concepts into market-leading platforms. Skilled in leading cross-functional teams to deliver exceptional user experiences and maximize revenue opportunities. Strategic thinker with a hands-on approach, adept at developing and executing product strategies to achieve business objectives. Passionate about leveraging technology and data insights to drive continuous improvement and enhance the overall platform performance.

**Experience**

Product Management Consultant

Comcast, SKY, NBC Remote | *Sept 2020 – Present*

* Spearheaded product initiatives in collaboration with key partners such as Netflix, YouTube, Amazon, and Apple, focusing initially on audio/visual enhancements and later on monetization strategies for Ent OS TV, a pioneering Smart TV OS developed to start transitioning Comcast to a consumer-focused business model.
* Provided expert guidance in consumer-facing TV/UX design, consumer electronics (CE) devices, and software development, ensuring alignment with strategic objectives and market demands.
* Led efforts to enhance analytics capabilities, driving insights into user behavior and platform performance, thereby informing decision-making processes and optimizing product features and marketing strategies.

GM and SVP and Streaming Products

Bibliotheca LLC, Remote | *March 2021 – May 2022*

* Orchestrated the strategic direction of the Movie Business Unit (BU), overseeing all aspects of product development, marketing, engineering, and sales operations, with a primary focus on the launch and growth of biblioplus.com, a pioneering SaaS video service tailored for the US and Canadian markets.
* Achieved remarkable success in the inaugural year, generating $1.1 million in bookings for biblioplus.com, a platform built from scratch to meet the evolving needs of digital consumers, delivering 1,000 titles of unlimited content to subscribers.
* Implemented comprehensive B2C and B2B marketing strategies to drive user acquisition and engagement, resulting in significant market penetration and brand awareness.
* Leveraged agile methodologies and data-driven decision-making to optimize product features and functionalities, enhancing user experience and retention rates.

Co-Founder / Growth, Marketing & Strategy

Joue Music, San Francisco, CA | *July 2019 – June 2020*

* Collaborated with renowned instrument inventor, including those utilized by artists such as Daft Punk and Madonna, to pioneer a consumer-focused music-playing offering.
* Directed strategic initiatives encompassing product and business strategy development, successful Kickstarter campaigns, innovative marketing endeavors, and strategic partnership with Apple until COVID hit.
* Recognized by prestigious publications including TIME, TechCrunch, and Engadget, and secured victory in the CES TechCrunch startup competition.

Chief Product Officer & CTO / Growth Management

Kanopy Inc., San Francisco, CA | *November 2016 – June 2019*

* Instrumental in driving exponential growth and strategic initiatives for Kanopy, a leading B2B2C video streaming platform that achieved acquisition by Lsquare and subsequently OverDrive.
* Directed all facets of the direct-to-consumer (DTC) SVOD business and company-wide growth initiatives for public libraries and universities, focusing on marketing, audience engagement, and user retention strategies.
* Led the development and launch of over 10 highly-rated mobile apps within 2.5 years, garnering 1M+ downloads and boasting a 4.8/5 rating on the Apple App Store, enhancing Kanopy's brand presence and UX.
* Championed cost-effective measures resulting in a 34% reduction in operating expenses by establishing core infrastructure on AWS, including video hosting, web services, and business intelligence (BI) capabilities.

VP Strategic Partnerships & Product Marketing

Thomson Video Networks (acquired), San Francisco, CA | *2015 – 2016*

* Spearheaded marketing, product, and strategic partnership initiatives for the OTT market segment worldwide.

Director of Product Management

Dish Network, Foster City, CA | *2009 - 2015*

* Orchestrated product management efforts for Dish Network's consumer platform, scaling the user base by over 4 million active users through the development and launch of innovative products Dish’s platforms.
* Managed a team of four product managers and over 100 engineers to create a robust ecosystem of digital products spanning web, mobile, backend, and embedded firmware, for Dish customers and in retail.
* Cultivated strategic partnerships with industry giants including Google, Adobe, Apple, Roku, and Microsoft, fostering seamless integration and enhancing the value proposition of Dish Network's products and services.
* Spearheaded the transition to Agile/Scrum software development methodologies, enabling faster time-to-market for product releases, ensuring we remained competitive in the rapidly evolving digital media landscape.

Sr. Product Manager

Good Technology, Sunnyvale, CA | *2008 - 2009*

* Led the Enterprise Mobile Messaging International initiative, scaling the international customer base.

Product & Project Management, Pre-Sales & Software Engineering

Startups and Fortune 500 companies, Palo Alto, CA | *2000 - 2007*

* Led product development and projects for startups and Fortune 500 companies with US and international telecommunication customers, driving innovation and exceeding customer expectations.
* Adapted to diverse environments, navigating startup dynamics and Fortune 500 structures (Motorola, Sun, SGI to drive successful outcomes with the acquisition of 3 startups (Modulus Video, Electric Cloud, Kasenna)

**Skills**

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| Technical Skills:   * Product Strategy & Roadmap Development * Agile/Scrum Methodologies * User Experience (UX) Design & Optimization * Data-Driven Decision Making * Market Research & Competitive Analysis * Revenue Optimization & Monetization Strategies * OTT & Streaming Platform Management * International Market Expansion | Leadership/Soft Skills   * Cross-Functional Team Leadership * Digital Marketing & Customer Engagement * Strategic Partnerships & Business Development * Innovation & Product Development * Leadership & Talent Development * Business Model Innovation & Strategy Execution * Stakeholder Alignment & Communication * Management by OKRs |

**Education**

Master of Business Administration (MBA) with a focus on Entrepreneurship, Product Strategy& Marketing

Leavey School of Business － Santa Clara, CA and Beijing International MBA－ Peking University, China

Masters of Science in Computer Science (MSCS) with a focus on Networking, Software and New Media  
Polytech Nantes, France