An experienced and dedicated senior executive with profound customer and program experience in solving complicated technology and product problems for large, global media and entertainment companies.

**Program Manager February 2023 - Present**

**Sand Cherry Associates** – Culver City, CA

*Consultancy services for cable and telco industry*

* **Goals:** Manage programs that assist in modernizing cable operators’ infrastructure to handle next generation IP and video tools, including management of customer premise equipment (CPE), MoCA Wi-Fi extenders, high split and RFoG infrastructure and Xumo product lines for a large cable operator (MSO) in North America
* **Technology Goal:** Manage customer premise equipment upgrade program for major cable operator through development of best practices’ strategies, hand-offs to high split project teams, deployment and upgrade of Xumo Stream Box product, and optimization of data processing (Alteryx, Tableau)

**Managing Partner October 2017 - Present**

**WKG SOLUTIONS** – Culver City, CA

*Consultancy services for technology, media, education, and healthcare organizations*

* **Goals:** Digital consultancy working at the convergence of digital, IT and people. Provide specific advice for startups and small to large-size firms. Recent contracts include work with education/e-learning, healthcare/ dental, AI, AR, video compression, media players, stand-alone video editing applications, and professional services team development in the Over-the-Top (OTT) and Online Video Player (OVP) space.
* **Technology Goal:** Manage AWS infrastructure (ec2, Lightsail, microservices, Django/Python), Software Development (React, Amplify, AngularJS)
* **Managing Client Relationships:** University of Texas Health, AT&T, The Deetken Consultancy Group (Canada), Piksel, Sunhaus, Daedalus Health, Ship District

**Lead Product Manager June 2022 – August 2023**

**SUNHAUS LLC (through WKG Solutions) –** Los Angeles, CA

*Los Angeles Based Film Production Company Focused on Development of Culturally Aware Art and Film*

* **Description:** Create SWIFTUI macOS based video application that employs algorithms, patterns, and filters to alter video and film footage for use in film and video editorial products, such as Adobe Premiere. Create a visual template (patent pending) that Sunhaus can use to align African American music rhythms with original film technologies
* **Goals:** Optimize pattern algorithm, creation, and presets, integrate new Apple Metal filters. Improve efficiency of editorial process to save $200k+ per film in film post-production process
* **Technology:** SWIFTUI, Xcode, GitHub, Metal, JIRA, Confluence, LucidChart, ProRes CODECs

**Vice President of Client Engagement / Migration Services October 2019 – June 2022**

**PIKSEL** – Culver City, CA / Atlanta, GA

*Over-The-Top (OTT), TV Everywhere (TVE), and online video platform (OVP) video content management products and services*

* **Goals:** Develop client relationships and operations to retain clients, grow revenue, and understand client needs to improve live streaming and VOD services. Transform a 15-year-old online video platform into a competitive and cost-effective product line. Organize and deliver the sale of Piksel Americas and France business units
* **Technology Goal:** Optimized OVP and OTT live and VOD streaming media systems through payment system creation, and more efficient AWS cloud architecture, security, and automation. Developed direct video capture mobile application. Reduced costs by 30% for Akamai and Verizon CDN usage. Promoted and grew Piksel Fuse Python-based artificial intelligence (AI) and machine learning (ML) products in Americas
* **Managing Client Relationships:** J-stream (NTT, NHK, Ricoh, Jupiter), US Courts, AT&T Government, Delta Airlines, Lifeway, Olympusat, Vista Worldlink – Agile SCRUM teams (30 team members), $12M portfolio

**Sr. Director of Product – AT&T Program (ATT.net) 2018 – October 2019**

**SYNACOR** – Los Angeles, CA

*Advertising video on-demand (VOD) web and device app portal for ATT.net users*

* **Goal:** Saved AT&T a $1M/year licensing fee through a custom cloud-based (AWS) media asset management and ingestion system. Increased revenue 15% to $42M/year for AT&T’s ATT.net product. Developed live events and sports products, including World Cup and PGA events
* **Technology Goal:** Optimized load times through improved use of AWS, reporting tools, and 3rd party services (Google DFP, Search, Maps, Taboola, STATS, and others)
* **Managed Client Relationship:** AT&T (ATT.net) – Agile SCRUM teams (40 team members)

**Vice President, Professional Services 2016 - 2017**

**PIKSEL** – San Diego, CA

* **Goal:** Achieved over $40M in new Piksel sales and upsells to AT&T over 4 years
* **Technology Goal**: Improved program efficiency through promoting DevOps efficiency in new AT&T and Discovery VOD and live streaming projects, including PGA golf and World Cup soccer events. Drive launch of Piksel Fuse Metadata and Fuse IQ Python-based artificial intelligence (AI) / machine learning products
* **Managed Client Relationships:** AT&T (U-verse) - $20M portfolio, Discovery Communications - $1M project

**Client Director - AT&T 2012 - 2016**

**PIKSEL** – San Diego, CA

* **Goal:** Achieved AT&T’s ambitious live events and VOD development deadlines for Uverse.com, Xbox One, Win 8, Amazon Fire TV, Samsung Gear S1/S2, and Apple Watch products over 4 years. Changed Piksel company culture through hybrid DevOps and Agile approach for micro-services-based SOA ecosystem (“Palette”), creating efficiencies in both professional services and product teams.
* **Technology Goal:** Realized the value of reusable code through use of AWS microservices, Palette and AT&T platforms, and abstraction layers. Reduced Piksel costs by 30% through revolutionary Agile “points” delivery and payment system for AT&T projects
* **Managed Client Relationship:** AT&T (U-verse) – Agile SCRUM teams (120 total staff), TELUS - $1M project

**Director of Operations 2011 - 2012**

**TECHNICOLOR – MEDIA NAVI GROUP / M-GO** – Burbank, CA

*M-GO - Technicolor – DreamWorks Animation joint-venture - OTT transactional VOD distribution system*

* **Goal:** Created a seamless operation that transfers code from product to front-end to back-end to operations for a live events and VOD streaming service
* **Technology Goals:** Created virtual environments more efficiently in VMWare, heightened DevOps efficiencies using Agile SCRUM and ITIL processes, facilitated e-commerce through Magento and CyberSource, and optimized XML big data Tribune and Baseline ingests to be normalized in AWS Hadoop for product catalog and index file creation in Digitalsmiths
* **Managed Client Relationships:** Technicolor, DreamWorks Animation, LoveFilm, BDLive - 300 team members, $20M budget

**Director, Technical Operations 2007 – 2011**

**DMI MUSIC & MEDIA NETWORKS** – Pasadena, CA

*Music marketing company distributing in-house developed music and advertising download and playback device*

* **Goals:** Built and distributed innovative music player distribution system to worldwide clients while providing high levels of customer service
* **Technology Goal:** Saved in new architecture, sales, and client services costs for DMI Music by developing an efficient and dynamic music system that delivered 5 years beyond anticipated end-of-life. Implemented SugarCRM CRM, and Alfresco content management system (CMS) to organize customer and content management, configuring the API and watch folders for video and audio transcoding, and metadata ingest
* **Managed Client Relationships:** Kohl’s, Delta Airlines, Warner Music Group, Subway Restaurants, Fossil, Baja Fresh, Build-A-Bear Workshop, J. Crew, Air Force One, and X20 Media - 16 team members, $5M budget

**Managing Director and Founder 2002 – 2007**

**VCHANGE, LLC** – Los Angeles, CA

*Web development, VHS-to-DVD conversions, streaming media hosting, and encoding services*

* **Goals**: Promoted value of streaming media and DVD products and services to entertainment companies
* **Technology Goal:** Managed a data center colocation of streaming and web servers utilizing Windows Media, Real, and QuickPlay technologies. Facilitated operations and development teams to develop media-based experiences for DVD, web, e-commerce, and live production
* **Managed Client Relationships:** Spyglass Entertainment (Disney), Carsey-Werner, Atom Films (MTV), Tropicana (Pepsi), 21st Century Insurance, Princess Cruises, Poweryoga.com, and Nokia - 15 team members, $3M portfolio

**Manager of Video Technology Program 2001 – 2002**

**MOTOROLA – AEROCAST DIVISION -** San Diego, CA   
*Motorola and Liberty Media joint venture - broadband video web portal developed for cable operators*

* **Goals:** Cultivated cable operators’ (MSOs) relationships through onsite trials, education, training, and live events using the Aerocast Broadband Video Portal
* **Technology Goals:** Developed groundbreaking video on-demand (VOD) broadcast-quality encoding and distribution for ESPN and Comcast sponsored 2001 X-Games event coverage in Philadelphia
* **Managed Client Relationships:** ESPN, Disney, Comcast, Charter, Millennium, Motorola, and Liberty Media - 8 team members, $25M budget

**Prior Experience Includes:**

* **Senior Project Manager** – Sonic Foundry Media Services (Sony) / STV – Santa Monica, CA
* **Video Development Coordinator / Faculty Support Supervisor** – UCLA – The Anderson School of Management
* **Production Assistant** – ABC News – Paris, France
* **Legislative Assistant –** Federal Communications Commission (FCC) – Washington, D.C.
* **Administrative Assistant** – The World Bank – Francophone Africa and Rainforest Divisions - Washington, D.C.

**Board Membership and R&D:**

* **Executive Board Member** – Claremont Graduate University Alumni Board – Claremont, CA – 2022 - Present
* **Board Member** – UCSD – Qualcomm Institute – FasTECH video compression – San Diego, CA – 2017 - 2019
* **Web Development** – Amigos de Chocolá - Non-Government Organization – Claremont, CA – 2012 - 2018

**EDUCATION**

**Executive Master of Business Administration (EMBA)**

The Drucker School of Management, Claremont Graduate University, Claremont, CA

**Master of Science (MS) – Information Systems and Technology**

Claremont Graduate University, Claremont, CA

**Certification in Film & Television**

UCLA Extension, Los Angeles, CA

**Bachelor of Arts (BA), History**

University of California at Los Angeles (UCLA), Los Angeles, CA

**LANGUAGES**

Fluent: **French**; Conversant: **Spanish, Italian and Swedish**; Native: **English**