

Jack Rudy

Senior Product Manager | Streaming & Entertainment Technology | AI-Powered Products

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PROFESSIONAL SUMMARY

Senior Product Manager with 10+ years driving streaming and entertainment technology product strategy at The Walt Disney Company and NBCUniversal. Led 11 concurrent product squads delivering flagship initiatives – including Hulu on Disney+, the ad-supported tier launch, international content tiering, and success metrics and cost reporting tools. Accelerated delivery and reduced executive escalations on a platform that grew from 100M to 230M global subscribers. Reduced database costs 15% by optimizing cloud data warehouse query architecture. Expertise spans data-driven roadmapping, AI-powered operational tooling, lifecycle product strategy, and executive-level stakeholder communication. Juris Doctor (J.D.) brings a rare legal lens applicable to content rights, IP licensing, and compliance in entertainment.

CORE COMPETENCIES & TOOLS

- **Product & Roadmapping:** Jira, Confluence, Miro, Productboard, Aha! | Agile/Scrum, OKRs, A/B Testing, Sprint Planning
- **Analytics & Data:** Amplitude, Tableau, Snowflake, Google Analytics (GA4), KPI Framework Design, Experimentation, Data-Driven Prioritization
- **AI & Streaming:** AI Agents, LLMs, Generative AI Tooling, OTT Platform Development, Recommendation Systems, Personalization
- **Platforms:** Amazon AWS, Jira, Confluence, Salesforce Marketing Cloud, Adobe Experience Platform, ServiceNow, Smartsheet, Google Workspace, SiteCore, HubSpot, Optimizely
- **Domain Expertise:** Content Lifecycle Management, Streaming Analytics, Subscription Monetization, Ads Monetization, User Segmentation, Content Rights & IP (J.D.)

PROFESSIONAL EXPERIENCE

The Walt Disney Company | Los Angeles, CA

Senior Product Manager August 2021 – August 2023

- Accelerated project approval-to-launch timelines by 40% by redesigning prioritization and intake processes, accelerating delivery across 11 cross-functional streaming product initiatives on a platform that grew from 100M to 230M global subscribers during tenure.
- Cut executive escalations by 20% through proactive risk communication and structured squad status reporting – supporting a 130M subscriber growth trajectory during one of Disney+'s highest-velocity expansion periods.
- Drove product roadmaps for OTT streaming and platform features across 11 concurrent squads, partnering with engineering leads on architectural decisions, integration approaches, and release planning aligned to platform OKRs.
- Launched ad-supported tier to achieve 100% ads monetization, improved cost optimization by 15%, and reduced database costs 15% by optimizing Snowflake query architecture to reduce analytics compute overhead.
- Deployed AI Agents and KPI frameworks to automate operational workflows, assess feature performance, and surface data-driven insights – reducing manual reporting overhead and improving iteration velocity.
- Led executive program reviews at director and VP levels, presenting product status, risks, and roadmap priorities to senior leadership, and mentored junior PMs on product lifecycle best practices.

- Wrote and facilitated end-user training sessions on feature best practices, driving adoption of new capabilities across internal teams and key business stakeholders.
- **Key streaming product initiatives led through business value assessment, resource capacity planning, and development intake:**
 - Hulu on Disney+ | International Tiering of Content | Global Taste-Based User Segmentation
 - Ads Monetizable Hours | Experimentation Automation | Content First Streams Analytics
 - Acquisition Enablement | Lifecycle & Engagement Metrics | Video Player Optimization | Cost Optimization

Jack Rudy Product Consulting | Los Angeles, CA

Independent Product Manager March 2017 – July 2021 & September 2023 – Present

- Provide product management consulting specializing in streaming, OTT, film & TV production, finance, legal, analytics, and creative operations for entertainment industry clients.
- Built and deployed AI Agents for financial costing and portfolio planning across studio production workflows, achieving 100% financial reporting accuracy for clients.
- Delivered end-to-end product strategy, business analysis, and Agile workflow design for finance, legal, analytics, and creative production teams – bridging business stakeholders and implementation teams.
- Scoped and launched advertising technology and marketing technology solutions using standardized Agile processes, enabling clients to ship faster and with greater consistency.
- **Key clients:** The Walt Disney Company, NBCUniversal

Docler Media | Los Angeles, CA

Product Manager November 2015 – March 2017

- Launched VU2 – a mobile video-streaming social network for iOS and Android – owning the full product lifecycle from concept through App Store launch.
- Drove product roadmap decisions using competitive landscape analysis, customer research, and quantitative data analysis to validate features and prioritize initiatives.
- Translated product vision into Agile/Scrum user stories, wireframes, and functional requirements, collaborating with engineering, design, and business stakeholders throughout.

Merkle Inc. | San Francisco, CA

Senior Producer / Product Manager June 2014 – August 2015

- Led Agile teams building data-science-driven optimization and predictive personalization SaaS products, delivering statistically significant conversion gains for clients across banking, insurance, healthcare, energy, retail, and travel.
- Synthesized A/B test results and consumer insights into executive presentations, aligning business goals with product design, UX, and media strategy.
- Platforms utilized: Salesforce, SiteCore, HubSpot, Optimizely.

iProspect Agency | San Francisco, CA

Senior Producer September 2013 – June 2014

- Project management of Search (SEO/SEM), Programmatic, and Content Marketing campaigns; achieved 3–5% Conversion Lift targets for clients in SaaS, Technology, CPG, Automotive, Travel, and Retail.
- Gathered stakeholder requirements, wrote user stories, and managed Jira projects and acceptance criteria. Agency recognized as OMMA Magazine Search Agency of the Year.

CBS Television Studios | Los Angeles, CA

Project Manager August 2009 – August 2013

- Managed prime-time network broadcast music supervision and production, including legal negotiations, royalties, and creative direction for music-related projects.

Earlier Career

- **True Action / eBay Inc.** – Program Manager, Business Analyst | May – Aug 2013 | Managed national product launch of Wells Fargo Small Business across digital, OTT, and social media channels.
- **Something Massive** – Account Director & Senior Producer | 2011 – 2012 | Business strategy, social marketing, web and print campaigns; Agile mobile game development.
- **The Famous Group** – Senior Producer | 2010 – 2011 | Entertainment marketing projects; multi-channel design, development, and scope management.
- **Ground Zero Advertising** – Director of Digital Marketing | 2009 – 2010 | Led production of all digital advertising projects; managed UX design and digital marketing teams.
- **Trailer Park Agency** – Senior Producer | 2007 – 2009 | Digital marketing campaigns for branded entertainment clients; managed creative, production, and QA teams.
- **Proxicom Agency** – Senior Producer | 2006 – 2007 | Managed online marketing team and account relationships; UX and business strategy.
- **Deadline Agency** – Senior Producer | 2004 – 2005 | Digital marketing campaigns for branded entertainment companies; creative, production, and QA oversight.

EDUCATION

University of California, Berkeley | Berkeley, CA

Bachelor of Arts in Rhetoric

Whittier College | Los Angeles, CA

Juris Doctor (J.D.) in Law | *Applicable to content rights, IP licensing, talent agreements, and entertainment compliance.*

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Google Analytics Certification | In progress: Google Analytics 4 (GA4) recertification
- In progress: Certified Scrum Product Owner (CSPO) – Scrum Alliance