

EXPERIENCE

6/26 - present **Principal Consultant**, BAYARDJONES.IO

- Designing media workflow and cloud solutions for M&E clients, empowering studios to unlock libraries and storytellers to make resonant content
- Advising clients on end-to-end media supply chain strategy: asset management, workflow orchestration, AI integration, content creation, multi-platform distribution, and operational management solutions
- Deploying AI and agentic solutions across the full content lifecycle, from ingest, automated metadata enrichment, natural language search, and generative storytelling to localization, file conversion, QC validation and endpoint distribution

1/24 - 6/26 **SVP of Cloud Solutions**, V10 ENTERTAINMENT

- Managed and allocated library of 3 million media assets across various production, postproduction, clearance, distribution, licensing, and digital rights management teams as well as strategic content partners, supporting ~300 users and multi-million-dollar revenue streams with custom UX setups in Iconik (MAM)
- Implemented scalable media workflow solutions and product integrations (on AWS and GCP platforms), including natural language search, automated clip curation and metadata generation via TwelveLabs' custom workflows in Iconik (UI), and a secure storage (cost) management solution leveraging StorageDNA's data management platform, DNAfabric
- Managed V10 Media Cloud: UGC Upload platform with DocuSign integration, O&O websites + mobile apps, and Iconik custom workflows for content production, licensing, and distribution to FAST, VOD, OTT and social media (incl. YouTube + Facebook monetization)
- Produced [ClipTiger.com](https://cliptiger.com) (B2B e-commerce video licensing site with Iconik API integration), and relaunched AFV mobile apps ([iOS/Android](#))
- Supported the production of linear shows including *America's Funniest Home Videos* (ABC), *America's Funniest People* (ABC), *Totally Funny Animals* (CW), *Totally Funny Kids* (CW)
- Led MAM migration of V10 asset library (2.5m) from Reach Engine to Iconik

11/09 - 12/23 **Director of Content / VP of Creative Tech & Distribution**, VIN DI BONA PRODUCTIONS

- Designed and produced AFV's *UGC Uploader* with automated acquisition of broadcast rights solution via DocuSign API integration, AWS cloud ingest, AI auto-tagging solution via AWS Rekognition, and cloud-based workflows for producing *America's Funniest Home Videos* and related properties
- Scoped, managed development and deployed custom workflows for UGC clip licensing, content creation and publishing, as well as syndication to OTT and VOD endpoints – monetizing the AFV Clip library and powering a multimillion-dollar digital content business
- Directed AFV web and mobile development including site migration and relaunch of [AFV.com](https://afv.com) and AFV mobile apps ([iOS/Android](#)) – collectively increasing monthly AFV Uploads 240%, with 66% automated acquisition of broadcast rights, and produced [HomeVideoLicensing.com](https://homevideolicensing.com) as B2B licensing portal featuring AFV's talent-clear clip library
- Directed AWS Cloud migration and implementation of AFV's second Media Asset Management system, Reach Engine (Levels Beyond), for storing, accessing and downloading 1.5 million video assets
- Digitized and migrated *America's Funniest Home Videos* tape and digital library to original AFV Media Cloud and implemented file orchestration workflows via open and extensible APIs on the Wazee Digital Core/T3Media platform (now Veritone aiWare)

EARLIER CAREER

2/07 - 1/09 **Director of Postproduction**, VIDEOJUG AMERICA (VideoJug.com) — led a team of 12 to edit, deliver and archive 25,000+ professionally produced 'how-to' videos

4/04 - 12/06 **Streaming Video Editor & Crew Chief**, MLB ADVANCED MEDIA — edited highlight reels and produced live streaming media for Major League Baseball (MLB.com) and Major League Soccer (client)

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES, B.A., ART