

# Patrick J. Kearney

✉ patrick@pjk.net ☎ +1 (470) 223-2191 🔗 <https://www.linkedin.com/in/patrickjkearney/> 🌐 www.pjk.net

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## SUMMARY

PRODUCER and PRODUCT LEAD with extensive experience in Strategy, Team Management and hands-on Production of groundbreaking media, entertainment and technology products & services that have changed the world and launched huge businesses. Envisioning and producing what's next, today. Categories include Video on Demand, Residential Broadband, Over-The-Top (OTT) Services, Mobile Video, Games and Apps, Social Media Marketing and Interest-based Personalization.

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## EXPERIENCE

### Producer & Product Consultant Independent Contractor

2013 - Present, Atlanta, GA & St. Louis, MO

- Provide strategic positioning & definition, product, developer & account management, pitch support and visualization/rapid prototyping for media, entertainment and technology brands and startups.
- Compose launch plans, manage portfolio, development and launch activities for digital products and services on a variety of platforms.
- Clients include Warner Bros, Milestone Entertainment, Ciz Tech Incubator, Sceneplay, General Creativity and National Park Service

### Product Strategy & Management Consultant Milestone Entertainment

2016 - 2019, Los Angeles, CA

- Full PLC responsibility and account/developer management for digital 2nd Chance Lottery games (mobile + PC) in a strictly regulated high-growth environment for multiple State governments.
- Managed production and launch of Powerball Arcade, the first 2nd Chance gaming platform for Powerball.

### Digital Strategy Consultant Warner Bros. Entertainment

2014, Los Angeles, CA

- Defined and developed three-phase plan through 2020 for a Warner Bros "tentpole property" that involved cleanup of incompatible legacy marketing touchpoints, authoring specifications for a common identity platform to unify future customer relationship management efforts and creating product roadmaps that tied the platform to innovative development efforts in all product categories from physical to digital, including IoT, virtual, augmented and mixed reality, and theme park installation experiences.
- Authored comprehensive global digital strategy for company's \$26B Harry Potter / Wizarding World franchise.

### Vice President Strategy & Mobile Interest Labs (Xen)

2010 - 2013, Los Angeles, CA

- Planned and directed strategy of company's consumer data platforms, tools and services.
- Defined organizational objectives and considered competitive landscape in creation of digital product solutions.
- Managed third party development, testing and deployment in agile development environment.
- Co-authored patent for creation of personal interest graph from online accounts and activities.

### Vice President Technology & Platforms Participant Media

2007 - 2010, Los Angeles, CA

- Directed definition, development and implementation of TakePart customer relationship management platform which powered multi-channel social action campaigns for dozens of feature films, 90+ NGO partners and American Express' \$35 million Members Project initiative.
- Oversaw first and third-party teams accountable for technical infrastructure supporting digital marketing platforms.
- Provided mentoring and coaching to team members.
- Generated a 600% increase in call-to-action conversions through TakePart digital campaigns.

### Chief Operating Officer ROK Entertainment Group USA

2005 - 2007, Los Angeles, CA

- Directed operations of company including budgeting, payroll and corporate compliance measures.
- Implemented plans for systems and processes designed to accommodate and drive company to achieve business goals and objectives.
- Facilitated business and partner development as well as mobile product portfolio strategies.
- Promoted and launched several mobile entertainment products and services, including white label app stores and streaming mobile video channel packages.

### Vice President, Technology William Morris Endeavor (Endless Mobile)

2005, Los Angeles, CA

- Developed data-driven mobile businesses, roadmaps, prototypes and products for a leading agency's top clients.
- Clients and brands included Adam Sandler, Paris Hilton, WWE and Family Guy.

### Director of Advanced Services Schematic (now Possible)

2003 - 2004, Los Angeles, CA

- Client management and head of production for interactive agency's mobile and emerging platform business.
- Produced industry-first set-top and OTT services for clients including Comcast, Sony PlayStation, Microsoft Xbox, BravoTV, Discovery Communications and Time Warner Cable.

## **Executive Producer**

### **Hands-On Mobile (MForma)**

2003, San Diego, CA

- Managed third party production and product portfolio for second-largest mobile games publisher in the U.S.
- Directed 30+ developer partners and multi-carrier deliveries of 60+ game titles comprising 1,200+ unique SKU's.

## **Sr. Director of Production**

### **Packetvideo**

2000 - 2002, Los Angeles, CA

- Launched world's first mobile streaming video applications.
- Demonstrated mobile developers and brand partners' applications during sales and integration process for carrier launch trials in over 24 markets worldwide.

## **Director of Broadband Production**

### **Sony Pictures Entertainment**

1999 - 2000, Los Angeles, CA

- Founded and led Sony's first dedicated broadband production unit, responsible for R&D and development of product prototypes and business models for distribution of branded content services on emerging devices and platforms.
- Created business models and prototypes for Sony's first branded Over the Top (OTT) streaming channels; led pitches to cable MSOs including Time Warner Cable and Cablevision.

## **Manager of Content & Services**

### **MediaOne Broadband**

1997 - 1999, Los Angeles, CA

- Managed Western US Content & Services for a leading cable MSO (MediaOne) rolling out the first residential broadband services to US households.
- Engaged and educated early developers and media studios, producing trials and prototypes to help them understand the potential of broadband for their businesses.

## **Director of Online Operations**

### **Inscape (a Time-Warner Company)**

1996 - 1997, Los Angeles, CA

- Managed development for all online game-related content, marketing and sales.

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## **EDUCATION**

### **BA Film & Video Production**

Webster University · St. Louis, MO · 1991

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## **INVOLVEMENT**

### **Producers Guild of America (p.g.a.)**

New Media Council · 2007 - Present

### **IT Entrepreneurs Network (ITEN)**

Startup Mentor · 2017 - Present

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## **SKILLS**

Digital Media, Digital Strategy, Strategic Product Positioning, User Experience, Full Development Lifecycle Management, Rapid Prototyping, Content Production, Post Production, Social Media Channel Optimization, Product Roadmaps, Matrixed Team Management, Presentation & Public Speaking

Microsoft Office Suite, Adobe Creative Cloud, Jira, GitLab