

# PHIL GETZEN

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## WORK EXPERIENCE

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### Disney Media & Entertainment Distribution (DMED)

Mar. 2019 – Present

#### Senior Product Manager

Bristol, CT

- Leading the Video Experiences Team for the Disney Sports vertical (ESPN), managing a team of 3 Product Managers
  - Responsible for 12 operating systems across 15 platforms, spanning mobile, web and connected devices
  - Accountable for developing our 1-5 year roadmap for video at ESPN
  - Launched and managed numerous complex video projects driving substantial growth in MAUs, Video Minutes, Ad revenue and DTC subscriptions to ESPN+ including a full redesign of our video properties
  - Launched multiple new apps and platforms including migrating Fox Sports Netherlands to ESPN
- Serve as the lead for our Diversity Council Recruiting & Hiring subcommittee for Product & Design
  - Developed & led adoption of tools & processes to establish fair & equitable hiring practices

### Twitter

Feb. 2016 – Mar. 2019

#### Product Manager

Cambridge, MA

- Led multiple consumer and infrastructure projects resulting in 5X growth in video viewership over 3 years
- Drove launches across iOS, Android, and web impacting 100s of millions of users including new video viewing experiences, unified video player frameworks, support for live video, and performance improvements
- Served as Twitter Boston office community ambassador, leading locally organized activities in Boston

### Microsoft

Jan. 2014 – Feb. 2016

#### Program Manager

Cambridge, MA

- Designed, executed and shipped next generation cloud and enterprise software to Fortune 500 companies
- Led data-driven workshops to better understand and tailor to clients' needs using Microsoft Intune
- Designed, developed and shipped an open source app to help onboard clients to our app management product

### Gique

Nov. 2013 – Present

#### Co-Founder & Vice President

Cambridge, MA

- Founded non-profit for STEAM (STEM + Arts) educational programs and outreach in the greater Boston area
- Developed & taught yearlong, hands on, experiment-based curriculum, at the Boys & Girls Clubs of Dorchester
- Wrote and published academic research paper on the development and measurable impact of our interventions

### TempoRun LLC

Sep. 2012 – May. 2016

#### Co-Founder & Mobile App Engineer

East Lansing, MI

- Designed, developed, and shipped an app that categorizes music based on tempo for pace-based running
- Won the 2013 SXSW Student Startup Competition (\$5K award) sponsored by Google and TechStars
- Bootstrapped app with a team of 5 that generated more than 60K iOS app downloads

## EDUCATION

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### Michigan State University

Sep. 2010 – Dec. 2013

#### Bachelor of Science in Computer Science & Engineering

East Lansing, MI

## SKILLS & INTERESTS

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- **Skills:** Strategic planning; product planning & road mapping; clear & concise communication; user research; user experience; people management; project management; Swift & Objective C; analytics implementation & analysis; experimentation frameworks; DTC experience; media performance & infrastructure planning
- **Interests:** Volunteering (youth, community development); STEAM (STEM + Arts); basketball; iOS dev, coffee, cars