

# PHIL GETZEN

getzenph@gmail.com | www.philgetzen.com

## WORK EXPERIENCE

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### Disney Media & Entertainment Distribution (DMED)

Mar. 2019 – Present

Director, Product Management

Feb. 2022 - Present

- Leading the Video Experiences Team for the Disney Sports vertical (ESPN), managing a team of 5 Product Managers
  - Responsible for entire ecosystem of apps, spanning mobile, web and living room devices
  - Led major aspects of the launch of ESPN's latest direct to consumer offering including all user facing features and video player technology upgrades/migrations
  - 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 Comcast X1 & migrating Fox Sports Netherlands to ESPN
  - Developed & led adoption of tools & processes to establish fair & equitable hiring practices across DMED Tech

Senior Manager, Product Management

Mar. 2021 – Feb. 2022

Senior Product Manager

Mar. 2019 – Mar. 2021

### Twitter

Feb. 2016 – Mar. 2019

Product Manager II

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

### 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

### Other Work

Sep. 2010 – May. 2016

- TempoRun LLC, Co-Founder & Mobile App Engineer
- Apple Inc, MSU Campus Representative

## EDUCATION

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### Michigan State University

Sep. 2010 – Dec. 2013

Bachelor of Science in Computer Science & Engineering

East Lansing, MI

## SKILLS

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- **Differentiating Skills:** Strategic & product planning; AI knowledge/product integration; UXR; Team building; media performance & infrastructure planning; Direct-to-Consumer 0 to 1 product experience;