

# SERGIO GOLDENBERG

■ TECHNOLOGY ■ PRODUCT & DESIGN ■ MEDIA & CONTENT

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I believe and live in the intersection of technology and product development. My whole career has focused on building bridges and breaking walls between commonly separated disciplines. My 20+ years of experience have given me a holistic view from creation, delivery, consumption, and interaction of digital products allowing me to define long term strategic visions and business opportunities.

I bring a unique combination of strong hands-on experience in the technology, development, product, design, and research of multiplatform digital media products, with an emphasis on advanced video, and emergent content creation and delivery solutions.

## EXPERIENCE

	Atlanta, GA 	
 <b>CNN Digital - WarnerMedia</b> Director, Product Management - Video Senior Product Manager - CNNgo	<ul style="list-style-type: none"><li>■ Built a 25+ people horizontal video team from the ground up to rethink and redefine all video platforms for CNN Digital.</li><li>■ Migrated video encoding and delivery to a modular cloud infrastructure.</li></ul> <p>Built a user-centric approach for creating future video experiences, capabilities, and infrastructure.</p> <p>Launched CNNgo TV Apps on Apple, Roku, Fire, Samsung, and Android.</p>	2014 to Present
 <b>Upwave - Turner</b> Senior UX Lead - Director	<ul style="list-style-type: none"><li>■ Led UX direction, cross-platform ideation for Turner's new health &amp; wellness brand. Facilitate an agile UX/UI design and development philosophy across internal and external teams.</li></ul>	2012
 <b>CSE - Consulting</b> Senior Developer UX/UI	<ul style="list-style-type: none"><li>■ Led UI/UX design, development, technical architecture, development, and implementation of front and back end web products and services for Comcast, CNN, Turner, USA Today, Coca-Cola, Synacor, Kellogg, and AT&amp;T.</li></ul>	2010
 <b>CNN en Español</b> Technology Contributor	<ul style="list-style-type: none"><li>■ Recurrent collaborations for CNN en Español's Technology show Clix about Digital Television, Internet, and Social Media.</li></ul>	2008
 <b>Georgia Institute of Technology</b> Experimental TV Lab Manager	<ul style="list-style-type: none"><li>■ Led industry research and next-generation first and second screen prototyping projects for the American Film Institute, Turner, MTV, History Channel, Alcatel-Lucent, and Cisco Systems.</li></ul>	2007
 <b>The Weather Channel</b> Broadcast Weather Systems Intern	<ul style="list-style-type: none"><li>■ Deployed new weather graphics solutions using VizRT 3D realtime engine and designed their first SMS integration for broadcast graphics.</li></ul>	2007
 <b>Canal 13 TV Network</b> Senior Web Developer, Projects Leader, Editor	<ul style="list-style-type: none"><li>■ Created, designed, developed, and produced over 50 new web sites for canal 13.cl.</li><li>■ Led multidisciplinary teams of designers, engineers, and journalists.</li><li>■ Implemented and designed first streaming video solution; first online video store; first dynamic election graphics for TV and Web (vizRT), redefined Content Management Systems, and mobile web solutions.</li></ul>	2000
 <b>P. Universidad Católica de Chile</b> Professor, School of Journalism	<ul style="list-style-type: none"><li>■ Taught Interactive Narrative, Online Journalism courses for Journalism Undergraduate and Master's programs. Researched the usage of the Internet in Chile as part of the World Internet Project study by USC.</li></ul>	2000

## EDUCATION

### Georgia Institute of Technology

Atlanta, GA   
Master in Science - Digital Media - Computer Science  
PhD (c) - Digital Media

### P. Universidad Católica de Chile

Santiago, Chile   
Communications - Journalism

## SKILLS

- Systems Architecture for Broadcast & Digital Video.  
Video encoding, orchestration, and end-user delivery.  
Front end and back-end development.
- Agile and Cross-Functional approach to Product Management.  
HCI oriented and research-backed design philosophy.  
Visual and UX design.
- Live and Post Video production.  
Editorial strategy and curation.