

# SERGIO GOLDENBERG

TECHNOLOGY ■ PRODUCT & DESIGN ■ MEDIA & CONTENT

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Innovative leader of product management with a background in technology and consumer-first product development. History of focusing on building bridges and breaking walls between commonly separated disciplines. Holistic view of creation, delivery, consumption, and interaction of digital products allowing to define long-term strategic visions and business opportunities. Unique combination of strong hands-on experience in the definition, development, product, design, research, and launch of multi-platform digital media products, with an emphasis on building advanced video experiences and capabilities.

## EXPERIENCE

-  **CNN Digital - WarnerMedia**  
**Director of Product Management - Video Experience and Platforms** Atlanta, GA | June 2016 – June 2020  
Built a 25+ people horizontal and cross-functional video team from the ground up to rethink and redefine all video platforms for CNN Digital. Defined a consumer-centric, data-backed, and innovative discovery approach to increase video playback engagement and quality of experience. Migrated video encoding and delivery to a modular cloud infrastructure reducing asset creation time and increasing quality, efficiency, and scale.
- Senior Product Manager - CNNgo** Atlanta, GA | July 2014 – April 2016  
Launched CNNgo TV Apps on Apple, Roku, Fire, Samsung, and Android for US and Worldwide audiences reaching millions of active users.
-  **Upwave - Turner Broadcasting**  
**Senior UX Lead - Director** Atlanta, GA | June 2013 – June 2014  
Led UX direction, cross-platform ideation, and launch for Turner's new health & wellness brand to reach a niche, but growing market. Facilitated an agile UX/UI design and development philosophy across internal and external teams to accelerate product development.
-  **CSE Group - Consulting**  
**Senior Developer UX/UI** Atlanta, GA | January 2010 – May 2013  
Led UI/UX design, development, technical architecture, development, and implementation of high-visibility front and back end digital products and services for Comcast, CNN, Turner, USA Today, Coca-Cola, Synacor, Kellogg, and AT&T.
-  **Georgia Institute of Technology**  
**Experimental TV Lab Manager** Atlanta, GA | June 2007 – December 2011  
Led industry research and next-generation first and second screen TV and interactive video experiences for the American Film Institute, Turner, MTV, History Channel, Alcatel-Lucent, and Cisco Systems.
-  **The Weather Channel**  
**Broadcast Weather Systems Intern** Atlanta, GA | June 2007 – August 2007  
Deployed new weather graphics solutions using Vizrt 3D realtime engine and designed their first SMS integration for broadcast graphics.
-  **Canal 13 TV Network**  
**Senior Web Developer, Projects Leader, Editor** Santiago, Chile | April 1999 – July 2005  
Led multi-disciplinary teams; designed, developed, and produced over 50 web sites for canal 13.cl. Implemented and designed a first live streaming video solution; a first online video on demand (VOD) store, a first dynamic election graphics solution for TV and Web (powered by Vizrt), redefined their Content Management Systems, and launched early mobile web solutions.

## EDUCATION

- Georgia Institute of Technology**  
**Master of Science in Digital Media - Computer Science** Atlanta, GA | August 2005 – May 2007  
**Doctor of Philosophy Candidate in Digital Media - Computer Science** Atlanta, GA | August 2007 – December 2011
- Pontificia Universidad Católica de Chile**  
**Bachelor Degree in Communication and Journalism** Santiago, Chile | March 1994 – March 2000

## SKILLS

Agile and Cross-Functional approach to Product Management.  
Consumer-first, HCI oriented, and Research-backed Philosophy.  
Hands-on, Tactical Implementation to Holistic Digital Strategy.  
End-user Visual and User Experience Design.

Systems Architecture for Digital Video and Broadcast.  
Video Encoding, Orchestration, and End-user Delivery.  
Front-end and Back-end Development.  
Live and Post Video Production