

SERGIO GOLDENBERG

TECHNOLOGY ■ PRODUCT & DESIGN ■ MEDIA & CONTENT

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Innovative product and technology leader of consumer-first multi-platform digital media products, with an emphasis on building advanced video experiences and capabilities. History of building bridges and breaking walls between commonly separated disciplines. A unique combination of strong hands-on experience and a holistic view of product creation, design, development, delivery, and consumption allowing the definition of long-term strategies and business opportunities.

EXPERIENCE

- **Cox Media Group**
Director of Video Technology Atlanta, GA | January 2021 – Present
Defined a cloud-based video platform for 24/7 livestreams including centralized curation of Live and VOD assets, metadata and assets management, and granular ad-targeting for O&O and external distribution.
- **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
Doctor of Philosophy Candidate in Digital Media - Computer Science Atlanta, GA

- Pontificia Universidad Católica de Chile**
Bachelor Degree in Communication and Journalism Santiago, Chile

SKILLS

Agile and Cross-Functional approach to Product Development.
Consumer-first, HCI oriented, and Research-backed Philosophy.
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.