

SERGIO GOLDENBERG

Driving Advanced Media, Video Streaming, and Consumer-First Experiences

Engineering and product executive with 20+ years leading large-scale streaming, video platform, and digital media initiatives. Deep expertise in live video technologies, delivery architecture, cloud infrastructure, playback optimization, and multi-platform consumer experiences serving millions of users globally. Proven track record building and scaling high-performing cross-functional organizations, modernizing video ecosystems, driving innovation, and delivering scalable products that increase engagement, monetization, and operational efficiency.

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Atlanta, Georgia

EXPERIENCE

Director of Engineering - Architecture & Strategy | FUBO TV

Atlanta, GA - New York, NY | September 2021 – Present

Lead engineering teams responsible for scalable multi-platform streaming services, including manifest manipulation, content stitching, metadata management, personalization, timed metadata synchronization, and blackout enforcement.

Architect end-to-end streaming initiatives across multi-cloud and on-premise infrastructure supporting millions of concurrent users across North America and Europe for live, VOD, DVR, and AI-powered video content workflows, including encoding, packaging, security, integration, and CDN orchestration.

Drive playback optimization initiatives that improve video quality, startup time, resiliency, reliability, and user engagement across consumer platforms.

Partner with product, data, operations, and business stakeholders to define long-term streaming platform strategy and roadmap.

Improved platform scalability, resiliency, and operational efficiency while reducing infrastructure and content delivery costs.

Director of Video Technology | COX MEDIA GROUP

Atlanta, GA | January 2021 - August 2021

Led the architecture and delivery of a cloud-native video platform for live and VOD streaming workflows.

Drove operational efficiency and increased advertising monetization through media pipeline modernization.

Established metadata and asset management capabilities that improved discoverability, governance, and content operations.

Director of Technical Product Management | CNN DIGITAL - WARNER MEDIA

Atlanta, GA | July 2014 - June 2020

Redefined CNN Digital's video platform strategy across web, mobile, OTT, and connected TV ecosystems.

Built and led a cross-functional organization spanning engineering, product, UX, QA, and video operations.

Launched CNNgo applications across multiple platforms, reaching millions of users globally.

Migrated video encoding and delivery pipelines to modular cloud infrastructure, improving scalability, flexibility, and operational efficiency.

Developed data-driven discovery and personalization strategies that increased video engagement and improved QoE.

Partnered with executive leadership to define product roadmap priorities and long-term platform strategy.

Senior UX Lead - Director | UPWAVE - TURNER BROADCASTING

Atlanta, GA | June 2013 - June 2014

Directed UX strategy and product experience initiatives for Turner's digital health media platform.

Introduced agile UX/UI processes that accelerated product iteration and improved cross-functional collaboration.

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Senior Developer UX/UI | CSE GROUP CONSULTING

Atlanta, GA | January 2010 - May 2013

Led architecture, full-stack development, and UX/UI delivery for scalable digital products across web and emerging media platforms.

Delivered consumer-facing solutions for clients including Comcast, CNN, Turner, USA Today, Coca-Cola, Kellogg, AT&T, and Synacor.

Experimental TV Lab Manager | GEORGIA INSTITUTE OF TECHNOLOGY

Atlanta, GA | June 2007 - December 2011

Directed research and development initiatives focused on next-generation interactive TV and streaming technologies.

Collaborated with industry partners including Cisco, MTV, Turner, AFI, Alcatel-Lucent, and History Channel.

Led experimentation and published work in advanced video experiences, second-screen interaction, and emerging media design.

Senior Web Developer - Project Leader - Editor | CANAL 13 CHILE

Santiago, Chile | May 1999 - July 2005

Led multidisciplinary teams in the development of 50+ digital properties for Canal13.cl.

Developed early streaming and VOD capabilities, including the organization's first live streaming events and proprietary CMS and media delivery platforms.

Contributed to audience growth and digital transformation initiatives during the early evolution of online media.

EDUCATION

Georgia Institute of Technology | Atlanta, GA

Ph.D. Candidate, Digital Media / Computer Science

Master of Science (M.S.), Digital Media / Computer Science

Pontificia Universidad Católica de Chile | Santiago, Chile

Bachelor's Degree, Communication and Journalism

CORE COMPETENCES

OTT / Streaming Platforms

Live & VOD Video Delivery

Cloud Video Infrastructure

Video Encoding & Transcoding

CDN Architecture

Video Playback Optimization

Full-Stack Engineering Leadership

Media Product Strategy

Cross-Functional Team Leadership

User Experience & Engagement

Agile Development