

# Alex X. Maghen

---

Los Angeles, CA, USA  
alex@maghen.com  
+1-310-926-5443

## EMPLOYMENT

Jan., 2014 to  
Jan., 2021

**Warner Bros./WarnerMedia** Los Angeles, CA

### **SVP Digital Product & Engineering**

Oversee an organization of approximately 400 based in Burbank, New York, Atlanta, and London responsible for Technology Product Direction/Strategy, Roadmap, Architecture/Engineering in a highly modern, scrappy, *fast*, consumer-focused, and *award-winningly diverse* culture and operation. Elements include:

- **Consumer Digital Services**: Strategy, Product, and Technology for a broad portfolio of Consumer Web, Mobile, 10-Foot (TV), and Brick-and-Mortar Digital Services
  - DC Comics, DCUniverse OTT Platform
  - EST (Movie/TV Digital Sales and Fulfillment) & OTT Integrations
  - Harry Potter/Wizarding World Digital, Tours & Ticketing, and Ecommerce
  - Brick and Mortar Flagship Store & Entertainment Technologies
  - Ellen Digital
  - TMZ Online & Tours
  - Cartoon Network, Adult Swim
  - Consumer Products Ecommerce Stores, Platforms & Integrations
  - Product & Technology Leadership for Several Consumer/IoT Products driven by WB
  - Digital Extras Platforms & Integrations
  - A wide range of others

This group also provides end-to-end Roadmap, Creative, UX/UI, Architecture/Engineering, Operations, End-User Testing, etc.

- **Advanced Narrative & Integrated Digital Content Development**: Strategy, Product, and Technology for a platform supporting Neurotechnology, Consumer Feedback, Consumer Data, and UGC Content in creation of new Narrative & Live-Programming content for the HBOMax Platform.
  - **Asset Metadata & Media Supply Chain Platforms**: Ongoing development and operation of platforms and services supporting Global Content Metadata and Asset Lifecycle across TV, OTT, Theatrical, Games for 1M+ Titles and 1B+ assets.
  - **Franchise & Location-Based Digital Experiences**: Development and operation of a broad set of global Franchise-Based Consumer Experiences including Harry Potter Tours & Retail, DC Comics Experiences and Venues, etc. Direct management/development of Consumer Experiences, Infrastructure, Ticketing, Retail Technologies, Regulatory Compliance, etc.
  - **Consumer Intelligence**: Oversee strategies, platforms, and product direction for company-wide Consumer Intelligence initiatives.
  - **Business-to-Business Platforms & Tools**: Tools and services used by TV, OTT (HBO Max, Amazon Prime Video, Netflix, etc.), Theatrical, Games, Awards Bodies, etc. globally, providing secure access to pre-release Screeners, Marketing Assets, Scheduling, Orders, etc.
  - **Application Infrastructure & Operations**: Strategy, Planning, and Operation for all aspects of Infrastructure and Operations across Warner Business Units. This includes establishment of support models, large-scale transition to the Public Cloud, Operations Budget Management, 3<sup>rd</sup>-party platform and operations management, etc.
-

Sept., 2011 to  
Jan., 2014

**Digital Entertainment Technology & Product Consulting** Los Angeles, CA

**Various large organizations and start-ups with a particular focus on mobile**

Supporting several companies in the development of platforms and products primarily in the digital entertainment space. Technical business strategy, architecture, organization, 3<sup>rd</sup>-party selection, and product definition and roadmap. Maintain eight full-time Operations, Development, and Project Management personnel as part of the consultancy.

**Some Companies Supported:**

- Grindr/Blendr Mobile Dating: Oversight of complete platform re-architecture, re-organization, and product roadmap/product strategy definition for this major mobile dating company
- AARP/LifeReimagined: Extensive Product, Branding, and Platform re-definition, as well as staffing planning and overall service roadmap
- Warner Bros. Digital Distribution: Assessment, planning, and integration of Content Management Platforms (CMS)
- DLA/America Movil: Planning, research, roadmap, and platform solutions for new Latin America project

March, 2009 to  
Aug., 2011

**Myspace & Myspace Music** Los Angeles, CA

**Chief Technology Officer**

Responsible for all aspects of Technology, Tech Strategy, Architectural Direction, Budget, Organizational structure and Management for this top-20 web and mobile property of News Corp. Also integral to Product and Business Strategy. Have managed an organization of more than 1,000.

**Key Achievements:**

- Planned and Implemented Dramatic Reduction in Operating Costs, including 60% reduction in force, removal of unneeded hosting and tech operations costs, re-negotiating or replacing 3<sup>rd</sup>-party services. All with the [counter-intuitive] effect of higher performance and productivity.
- Complete Re-Organization and Streamlining of Technology and Project Management.
- End-to-End Overhaul of Platform Architecture including embracing heterogeneous development stacks, open-source services, independent code-releases, and very rich 3<sup>rd</sup>-party service integration.
- Dramatic Overall Improvement in Organization and Service Productivity and Performance
- Profoundly Improved Morale and Work Ethic in spite of overall corporate decline.

May, 2004 to  
March, 2009

**Venture Capital Technology Consulting for Israeli Companies**

Provided assessment, product-strategy direction, architecture and management direction to a series of Israeli tech start-ups by request of several large Israel-based VCs, including Star Capital, Gemini Partners, Jerusalem Venture Partners.

Aug., 2000 to  
April, 2004

**Yahoo Music/Launch Media** Los Angeles, CA

**Chief Technology Officer, Head of Production & Technology**

Responsible for all technology and product development for this internet music and application services company and Yahoo business unit.

- Define and develop consumer web site, syndication, and Application Services product strategy based on company revenue, usage, and expense goals
  - Manage development of Marketing Materials, Audio and Video content, and Technology through staff of up to 100. Also manage Production & Technology P&L, technology platform direction, product development, technology partnerships, etc.
-

- Manage key music rights issues including representation of Yahoo! to the Copyright Office and work on establishment of relationships with record companies for music rights

Sept., 1999 to  
July, 2000

**MTV Networks Online** New York, NY

**Chief Technology Officer**

Responsible for all aspects of technology and technology-driven business opportunities for MTVi Group, Viacom's spin-off internet music initiative. Roles include:

- Initial and ongoing structuring of all facets of MTVi Group technology, including organization, budgets, expense projections, etc.
- Evaluation, due diligence, reorganization, and integration for mergers and acquisitions for MTVi and MTV Networks
- Development of new business and revenue opportunities in content and data syndication, content integration with 3<sup>rd</sup> parties both online and on-air, etc.
- Development of integrated MTV on-air/online "convergence" programming
- Hiring and management of approximately 100, providing development, hosting, technical operations, project management, infrastructure support, and technology partnerships and business development

May, 1998 to  
Sept., 1999

**MTV Networks** (a Viacom company) New York, NY

**Vice President, Online & Interactive Technology, MTV Networks**

Manage a team of developers, producers, researchers and administrators responsible for:

- Technical/software development for MTV, VH1, and Nickelodeon's internet services.
- Budgeting and technical architecture planning for MTV Networks technical infrastructure, personnel, capital, consulting services, hosting services, etc.
- Production of MTV, VH1, and Nickelodeon's "Convergence" projects: TV/Online Hybrid experiences
- Technical evaluation and due diligence in corporate acquisitions and contract development.

May, 1996 to  
May, 1998

**Nickelodeon** (a Viacom company) New York, NY

**Vice President of Production & Technology, Nickelodeon Online**

Create and implement Nickelodeon Online's content plan according to the business strategies and corporate goals of Nickelodeon and MTV Networks.

Develop and manage all aspects of production and creative direction for Nickelodeon's interactive and online ventures including:

- World Wide Web Content and systems
- Proprietary Online Service content (America Online, etc.)
- "Convergence" Projects: TV/Online productions & cross-media content

**Sites & Content:** [Nick.com](http://Nick.com), [Nick-at-Nite.com](http://Nick-at-Nite.com), [NickJr.com](http://NickJr.com), [Teachers.Nick.com](http://Teachers.Nick.com), Nick & Nick at Nite content on America Online, Intel & Wink TV/Online Convergence projects.

May, 1995 to  
May, 1996

**Viacom** New York, NY

**Director of Development, Viacom Interactive Services**

- Manage development of Web sites, content, and software for Viacom business units, including Blockbuster, Paramount, Nickelodeon, etc.
  - Manage staff of technical research personnel evaluating and reporting on new interactive technologies to Viacom business units.
-

- Deliver technical presentations to upper management of Viacom business units on current and future states of technology in interactive multimedia.

March., 1993 to  
May 1995

**AT&T** New York, NY

**Director of Content Software Development for AT&T's Interactive Television Projects.**

- Hired and managed department of 13 software and database developers for
  - Creation of content software for AT&T ITV trials
  - Development of system software to be delivered to partners
  - Development of production tools and media encoding software for use at AT&T and by partners
- Responsible for specification of platform functionality. Have worked closely with Bell Laboratories in designing the API and settop box architecture.

Sept., 1991 to  
Feb., 1993

**AT&T** New York, NY

**Software Development: Interactive Television Project.**

Developed interactive software titles and production tools for AT&T's nteractive television trial.

- *Interactive* titles included:
  - Children's content: *Clickity Corners*
  - Home shopping: *Compucard Price Busters*
  - News: *Interactive News/Weather, etc.*

June, 1988 to  
June, 1989

**NBC News Middle East Bureau** Hertzelia, Israel

Videotape Editor: NBC Nightly News. Hired temporarily during the "Palestinian Uprising" in Israel's occupied territories. Edited 30-second and 1-minute stories for the "Today Show," viewed and logged incoming footage.

Jan., 1983 to  
June, 1984

**Famous Delicatessen** Philadelphia, PA

Short-order cook. *"Make a mean Corned Beef Special"*.

**PUBLICATION** Daddy Squared – the Gay Dads Podcast. Starting Season 5. [DaddySQR.com]

**LANGUAGES** Bilingual, English and Hebrew. Spoken Persian (Farsi).

**EDUCATION**

Sept., 1991

**New York University** New York, NY

**Graduate Program in Interactive Telecommunications.**

1985 to 1990

**Drexel University** Philadelphia, PA

**Bachelor of Mathematics, Computer Science & Engineering.**

1981 to 1985

**Akiba Hebrew Academy** Merion, PA