

# Alex X. Maghen

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## EMPLOYMENT

Jan., 2023 to  
July, 2024

**HUSSLUP** Los Angeles, CA

**Co-Founder/CTO AI-Driven Entertainment Industry Network and Jobs Platform**

HUSSLUP was start-up platform providing Networking, Job-Search, Production Staffing, Staffing Work-Flow, Communication, and Community features for Creative Professionals, Production Companies, and the Large Studios.

Partners included: Warner Discovery, NBC/Universal, AGBO, and others

Jan., 2014 to  
Nov., 2022

**WarnerMedia** Los Angeles, CA

**SVP Digital Product, Platforms & Engineering and Head of Enterprise Architecture**

Oversaw an organization of 500+ based in Burbank, New York, Atlanta, and London responsible for Digital Product Direction/Strategy, Roadmap, Architecture/Engineering in a highly modern, wildly innovative, scrappy, *fast*, consumer-focused, and award-winningly diverse culture and operation.

### Tech Achievements

- Restructured/Simplified Consumer, B-to-B, and Enterprise Applications from 1,000+ separate systems and platforms down to less than 100, reducing cost, improving security, and dramatically improving inter-product data intelligence.
- Moved the company to the cloud, overseeing an enterprise-wide initiative
- Implemented AI technologies for Captioning, Piracy Management, Consumer Data Analysis, Early-Stage Content Generation
- Implemented Standardized, but Highly-Flexible, Modern Tech Stack and Toolset
- Completely Rearchitected Asset and Metadata Platforms

### Responsibilities Included

- 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.
- Bussiness-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.
- 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
- **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/Data initiatives.
- **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.
- **Enterprise Architecture**: Strategy, Planning, and Execution of Technology Transformation across All Aspects of Enterprise Architecture including Consumer, B2B, Business Technology, Media Supply Chain, Production Technologies, Productivity/Desktop, etc.. Including:
  - Oversight of Company-Wide Cloud Transformation
  - Establishment of Platform & Execution Standards across the Company
  - Creation and Management of Global Architecture Working Groups
  - Complete Rearchitecture of Digital Asset Management & Media Supply Chain Services
  - Global Network Transformation
  - Global Privacy Platform
- **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

**Grindr Mobile Dating** Los Angeles, CA

**Chief Technology Officer – Early Stage through Explosive Growth**

Joined the founder in early stages and transformed the Architecture, Development & Product process, and Organization to support Explosive Growth, Platform Flexibility, Security, and Tiered Subscription Model.

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.
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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

May, 1995 to  
July, 2000

**MTV Networks / Nickelodeon / Viacom** New York, NY

**Chief Technology Officer (and several other roles at Nickelodeon, Viacom, etc.)**

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

Sept., 1991 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.

June, 1988 to  
June, 1989

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

News Video 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.

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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. Currently in 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

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