

## Joseph Ambeault

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### Experience

#### ***Codecademy, New York, NY***

##### **Vice President, Product**

June 2020 - July 2021

- P&L owner for subscription direct to consumer and business to business education tech products
- Led product, design, UX research, data science, and community departments consisting of 39 employees
- Implemented a Bayesian knowledge tracing machine learning model to measure the mastery of technology skills
- Grew 1Q21 revenue 52% YoY with e.commerce optimizations, tech quality improvements, and new features

#### ***Discovery, New York, NY***

##### **Senior Vice President, Product and Technology**

April 2017 - June 2020

- Responsible for GO products with 100% YoY growth that provided the majority of the corporation's ad revenue growth
- Led a global team of product managers, designers, and engineers that grew from 23 to 164 with a 4% attrition
- Delivered and operated consumer experiences with over 100K videos across 11 CE devices for 18 content brands
- Integrated direct, header, and waterfall programmatic ad demand sources to meet eCPM and fill rate targets
- Enabled data driven targeting, viewability, and audience measurement capabilities to attract new ad clients
- Developed UX improvements, enabling 33% YoY increases in revenue per consumer session
- Implemented product improvements and supported marketing initiatives to grow daily hours viewed from 0.2M to 3.1M
- Developed a real-time data platform that processes 2.6B events daily for analytics, operations and product use cases
- Increased uptime from 97% to 99.995% and removed 3s of latency from the UX, while API traffic increased by 12x
- Led global product development workstream for The Enthusiast Network and Scripps acquisitions and integrations

#### ***Verizon Communications, New York, NY***

##### **Executive Director, Consumer Video Product Management**

October 2014 - March 2017

- Responsible for FiOS TV and GO90 products that secured commitments of over \$80M during the 2015 up-fronts
- Led a global team of 50 product managers, designers, and usability researchers
- Grew GO90 audience by over 100% MoM by increasing distribution, developing tune-in tools, and A/B testing
- Co-inventor for 2 digital media discovery and delivery patents that were granted by USPTO in 2016
- Led the acquisition and integration of Vessel's technology and product development staff to accelerate GO90 growth
- Defined video strategies for 5G, Internet of Things and Virtual Reality / Augmented Reality corporate initiatives

#### ***Verizon and Redbox Digital Entertainment Services, New York, NY***

##### **Chief Product Officer**

June 2011 - September 2014

- P&L owner for a subscription video on demand joint venture that acquired 0.5M OTT subscribers in under 2 years
- Led a global team of 120 product managers, engineers, designers, and usability researchers
- Designed and instituted startup governance with DevOps tooling to open for sale in 10 months
- Delivered client apps for 11 CE devices in under 8 months, reaching more than 60M televisions across US households
- Continuously enhanced mobile apps with analytics and usability studies to deliver app ratings exceeding 4.5 stars
- Rationalized offers using analytics with predictive modeling to increase engagement by 17% and reduce churn by 13%, accelerating positive value contribution from subscribers by 4 months

#### ***Verizon Communications, New York, NY***

##### **Director, Consumer Video Product Management**

May 2007 - June 2011

- Responsible for FiOS TV and VCAST products that grew from less than \$1B to over \$6B in revenues
- Led a global team of 35 product managers and analysts
- Established strategies for media policies and advocated for Verizon's position with Congress and the FCC
- Delivered the pay TV industry's highest ARPU of \$103 while reducing costs by over \$100M annually
- Created and implemented a commercial model for interactive TV that became profitable in less than 6 months
- Extended the FiOS TV platform to include web, smartphones / tablets, XBOX 360, connected TV's and Blu-ray players
- Grew VCAST Video to over 4M subs with a new content strategy, content merchandising tools, and better tech quality
- Popular Science Best Innovation (2007), Consumer Reports (2007-2012), and J.D. Powers (2008-2012) awards

**Director, FiOS TV Product Management**

October 2005 - April 2007

- Led team of 4 product managers responsible for services that generated over \$500M in revenues
- Launched a new local ad sales business that produced more than \$1 ARPU in less than 1 year
- Created e-commerce strategies that produced the industry's highest premium content & VOD/PPV ARPU
- Enhanced DVR software to capitalize on consumers' willingness to pay \$5 more per month for premium features
- Defined and deployed a next-generation TV platform that enabled over \$10 in ARPU growth
- Spokesperson for FiOS investment positioning with research analysts, press and government audiences

***SeaChange International, Acton, MA*****Director, Broadband Systems**

January 2002 - September 2005

- Managed \$120 million VOD and advertising solutions product portfolio for global markets
- Supervised 2 product marketing managers focused on cable, telecom, and satellite sectors
- Doubled Latin American business through primary research, strategic pricing, and marketing campaigns
- Launched the first network-based time-shifted TV application and managed global sales to operators
- Byline in post production trade magazines outlining how to access interactive video and ads business opportunities
- Created video business cases with localized assumptions for worldwide network operator executives
- Emmy award for technically innovative VOD system that powered 70% of commercial deployments

**Director, Advertising Systems**

February 2000 - December 2001

- Managed \$37 million advertising solutions product line for global markets
- Introduced line extensions, new products and turnkey offerings to grow market share beyond 85%
- Developed, packaged and positioned company's first licensed software product driving margin growth
- Byline in advertising trade magazines describing ad sales strategies for digital channels with small audiences
- Launched new interconnect system that enabled more competitive DMA, regional, and national cable ad sales
- Launched first wide-scale deployment of targeted advertising to enable MSO's Ad Tag-Ad Copy service

**Product Manager, Advertising Systems**

June 1999 - January 2000

- Managed advertising product definition, release processes, market launch, and initial sales cycles
- Implemented value engineering programs producing a 26% increase in gross margins

***Bank of Tokyo-Mitsubishi Capital Corporation, Boston, MA*****Network Manager / Officer of the Bank**

October 1997 - May 1999

- Led Year 2000 enterprise assessment and remediation program to meet Federal Reserve requirements
- Designed and maintained disaster recovery plans to ensure immediate business resumption capabilities
- Migrated mainframe applications and Banyan Vines infrastructure to Windows servers to reduce costs
- Integrated globally distributed systems into a cost effective and fault resilient enterprise network

***SeaChange International, Acton, MA*****Service Engineer**

December 1996 - September 1997

- Provided second level remote and field support to customers, call center, and installation staff
- Analyzed catastrophic system failures to determine root cause and provide timely solutions
- Developed service software tools that automated installation, configuration, and troubleshooting tasks

***Farrington Associates, Waltham, MA*****Software Engineer**

August 1995 - November 1996

- Developed desktop and web applications with C, HTML, JavaScript, and SQL databases to meet contract specifications

**Education*****Brandeis University, Waltham, MA*****Bachelors of Art**

May 1998