|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Accomplished Director of Technical Product Management specializing in entertainment technology and development platforms. Expertise in leading cross-functional teams to drive platform innovation, enhance partner developer experience, and optimize performance across embedded devices and web applications. Strong background in architecture and stakeholder collaboration, with a proven track record of aligning technology platforms with strategic business objectives.**Experience**

|  |  |
| --- | --- |
| Nov 2023 – Present | **Director, Technical Product Management – App Platform***Comcast** **Lead a team of six product managers** to conduct requirements engineering and discovery for app integration APIs, app cloud services, and app developer ecosystem.
* **Regularly present high-profile initiatives**, such as app launch performance impacts on CSAT scores, to the Global Product Officer.
* **Own and communicate the roadmap**, intake process, ensuring alignment with business goals.
* **Developed and facilitated Requirements Engineering** and Software Requirements Specifications training for a 40-member product team, enhancing cross-functional understanding and collaboration.
* **Advocated for architecture and product management teams** through a rationalization of the separate Sky and Comcast organizations into a single global organization.
 |
| Sep 2022 – Dec 2023 | **Director, Architecture – App Platform***Comcast** **Led a cross-functional team of five architects** in translating partner and business requirements into scalable, high-level architectural solutions, resulting in improved alignment with strategic objectives.
* **Launched the Firebolt Open-source Project Advisory Board** in collaboration with Liberty Global, establishing working groups and governance models that fostered innovation and community engagement.
* **Oversaw multiple working groups** focused on HDMI, media capabilities, app lifecycle, and permission introspection, driving consensus across the RDK community.
* **Collaborated with product, architecture, and engineering** teams to design and deploy an API Gateway and router for RDK, successfully integrating it across Xumo Stream Box, Sky Glass, Sky Stream, and other operator devices, enhancing interoperability and API consistency.
 |
| Jul 2020 – Sep 2022 | **Principal Architect II, OTT Apps Platform & Xfinity Flex***Comcast** **Translated partner and business requirements** into high-level architectural solutions, iterating to build consensus among product, architecture, and engineering stakeholders.
* **Key contributor to Comcast and Sky’s modern app integration API, Firebolt,** facilitating the development of portable web applications for RDK set-top boxes and panels.
* **Designed high-level architecture and led a working group** for the integration of app-specific identity into the existing Xfinity device authentication token, impacting approximately 20 million customers across Comcast and syndication operator propositions.
 |
| Apr 2018 – Jul 2020 | **Head of Tech. Product Mgmt and Architecture, D2C Platform***Comcast Technology Solutions (formerly thePlatform)** **Led technical product management for OTT video products and APIs,** scaling to support 13,400 transactions per second (TPS) and 4 million concurrent users.
* **Oversaw roadmaps for key areas** including DRM, Commerce, Discovery, Advertising, Analytics, client-side SDKs, Personalization, Identity, and DVR.
* **Managed the roadmap for an entitled playback/DRM product,** successfully leveraged by DAZN, a live sports broadcaster with 8 million subscribers.
* **Designed server-side ad insertion requirements,** enabling 745 million impressions per month for major networks.
* **Collaborated with strategic customers** such as NBC, Roku, AMC, and ViaPlay, and facilitated cross-divisional initiatives with X1 Syndication.
* **Integrated analytics solutions with Nielsen, comScore, and Adobe Analytics** to enhance product insights and performance metrics.
* **Standardized API styles and terminology** for new services, improving consistency and usability across platforms.
 |
| Jun 2009 – Apr 2018 | **Technical Product Manager, Entitled Playback & Player SDKs***Comcast Technology Solutions (formerly thePlatform)** **Led technical product management for iOS, Android, and Desktop Player SDKs,** as well as Server-side Ad Insertion and Entitled Playback solutions.
* **Designed and delivered a modern HTML5 player product** on schedule, achieving an 8-second improvement in time-to-first-frame and a 75% reduction in playback errors. Migrated 100% of traffic via a cloud-based player configuration endpoint.
* **Secured funding and initiated a cross-divisional Video Engine SDK project,** which is now utilized by Comcast, CTS, NBC, and Sky.
* **Managed the transition from Flash to MSE/HTML5 adaptive bitrate (ABR) playback,** ensuring a seamless user experience.
* **Developed APIs and high-level architecture for Player SDKs and Server-side Ad Insertion,** enhancing functionality for major customers.
* **Coordinated cross-product alignment for captions and DRM,** ensuring consistency and compliance across platforms.
* **Developed *Video-first Site Design* talk** for several major content owners and aggregators around the globe.
* **Presented industry topics and roadmaps** at annual customer sales summits.
 |
| Jun 2007 – Jun 2009 | **Engineering Manager, Comcast.net** *Comcast Interactive Media** **Led software development for *The Fan* on Comcast.net**, a web-based video portal for entertainment gossip.
* **Managed team of five engineers** focused on OTT video.
* **Performed agile tech lead role.**
* **Worked with product management** to plan releases.
* **Modularized playback libraries for advertising** for use by other player teams, e.g. Fancast.com.
* **Dispatched to vendor engineering teams** to influence vendor roadmaps.
 |
| Sept 2001 – July 2004 | **Machine Learning Research Staff***University of Pennsylvania, Department of Linguistics** **Co-created “WordFreak” an open-source tool for linguistic annotation.**
* **Gathered requirements** from multiple thesis efforts and designed / implemented UX and data models.
* **Worked on large, annotated corpuses** of maximum entropy NLP models for named entity detection, pronoun resolution, subject/verb correlation, etc.
 |
| Mar 2006 – Oct 2008 | **Adjunct Professor, Digital Media***Drexel University** Prepared and instructed lab-style courses on HTML semantics, interactive HTML, CSS, & JavaScript, online game development, and interactive media / DVD production.
 |

 | **Personal Info****Location**Philadelphia, PA**Phone**617-987-7553**E-mail**jlacivita@gmail.com**LinkedIn**https://linkedin.com/in/jlacivita**Product Management Skills**Requirements Discovery, Requirements Engineering, B2B Platforms, R.I.C.E., Data-driven Prioritization, Cost Modeling**Technical Skills**Platform Architecture, IP Video Technology, Embedded Devices, RESTful & RPC APIs**Interpersonal Skills**External Communication, Cross-Functional Collaboration, Working-group Chair**Patents****Type Agnostic Data Engine*** US9280401B2 2014
* US9898353B2 2016
* US10430256B2 2018
* US11231971B2 2019
* US11954536B2 2021

**Providing Advanced Playback and Control Functionality to Video Client*** US9930427B2 2015
* CA2952486A1 pending, 2016
* US10924821B2 2017
* US11350184B2 2021

**Education****Drexel University***Philadelphia, PA** B.S. in Computer Science
* Upsilon Pi Epsilon, Computer Science Honor Society
 |

Additional work history available upon request