

# Jeremy LaCivita

Technical Product Manager, Architect

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.

## 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

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.

Additional work history available upon request