

Jeremy LaCivita

Technical Product Manager, Architect

Proven OTT technical product manager with a market informed, end-to-end perspective. Strong architectural background and ability to integrate outward stakeholder input with internal engineering thinking to see the “big picture.”

Experience

Apr 2018 – Present

Head of Tech. Product Mgmt and Architecture, D2C Platform *Comcast Technology Solutions (formerly thePlatform)*

- Technical product lead for OTT APIs for D2C video products that scaled up to 13,400 TPS and 4 MM concurrent users
- Oversaw DRM, Commerce, Discovery, Advertising, Analytics, client-side SDKs, Personalization, Identity, and DVR roadmaps
- Owned roadmap for entitled playback / DRM product leveraged by live sports broadcaster, DAZN, w/ 8 MM subscribers
- Designed server-side ad insertion requirements that power 745 MM Impressions per month for major networks
- Handled strategic customers, e.g. NBC, Fox, AMC, ViaPlay, DAZN, and initiatives, e.g. cross-divisional collaboration w/ X1
- Integrated with Nielsen, comScore, Adobe Analytics, etc.
- Standardized API styles and vocabulary for new services

Mar 2016 – Apr 2018

Technical Product Manager, Entitled Playback & Player SDKs *Comcast Technology Solutions (formerly thePlatform)*

- Agile Product Owner for iOS, Android, and Desktop Player SDKs, Server-side Ad Insertion, & Entitled Playback
- Designed requirements and delivered on schedule a modern HTML5 player product with an 8 second improvement in time-to-first-frame and 75% reduction in errors
- Justified funding for and kicked off a cross-divisional Video Engine SDK, now leveraged by Comcast, CTS, NBC, and Sky
- Managed transition from Flash to MSE/HTML5 ABR playback
- Designed APIs and high-level architecture for Player SDKs, Server-side Ad Insertion leveraged by major customers
- Owned cross-product alignment for captions and DRM

Jun 2009 – Mar 2016

Technical Product Manager, Player SDKs *Comcast Technology Solutions (formerly thePlatform)*

- Agile Product Owner for iOS, Android, and Desktop SDKs
- Defined & communicated roadmap
- Launched a major rewrite of iOS and Desktop SDKs, migrated 100% of traffic via a cloud-based player configuration
- 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

Personal Info

Location

Philadelphia, PA

Phone

617-987-7553

E-mail

jlacivita@gmail.com

LinkedIn

linkedin.com/in/jlacivita

Skills

Communication Skills

●●●●●
Expert

Agile, Scrum, and Product Owner

●●●●●
Advanced

Program Management

●●●●●
Expert

Client-side SDKs

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Expert

REST APIs

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Expert

Distributed Systems

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Advanced

Functional Architecture

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Expert

Requirements Definition

●●●●●
Expert

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 engineering team
- Performed Agile Tech Lead role
- Worked with Product Management to plan releases
- Modularized playback libraries for ads for use by other player teams, e.g. Fancast.com
- Deployed to vendor engineering teams to influence vendor roadmaps

Mar 2006 –
Oct 2008

Adjunct Professor, Digital Media

Drexel University

- Prepared and instructed lab-style course on HTML semantics, interactive HTML, CSS, & JavaScript
- Prepared and instructed lab-style course on interactive web gaming with Flash and ActionScript
- Instructed course on interactive DVD-ROM production with Macromedia (aka Adobe) Director

Additional work history available upon request

Education

Drexel University

Philadelphia, PA

- B.S. in Computer Science
- Upsilon Pi Epsilon

Patents

Type Agnostic Data Engine

- 9280401 2014
- 9898353 2016
- 20180357112 pending, 2018

Providing Advanced Playback and Control Functionality to Video Client

- 9930427 2015
- 20170180825 pending, 2017
- 20180302692 pending, 2018

Dynamic Manifest for Content Programming

- 20170264923 pending, 2017