

Head of Global Programming and Partnerships

15+ years of linear and OTT expertise in creative programming and contract management. Analytical problem-solver driving innovative solutions for video streaming and broadcast television. Strong background in marketing, advertising, content distribution, programming, acquisitions, and international sales. Results-oriented team leader and team player with proven success managing multimillion-dollar media rights fee and production budgets. Prudent decision-maker with high-level interpersonal, organizational and communication skills. Responsible for developing and executing strategic multi-platform content distribution strategies, global partnerships, as well as brand and marketing initiatives.

Core Strengths

Creative Programming	Network Television/Streaming	Strategic Planning	Budget Management
Partnership Development	Content Distribution/Acquisition	Market Analysis	Vendor Coordination
Live Video Production	Promotional Content Development	Marketing	Event Management
Contract Management	Client Relationship Management	Graphic Design	Project Management
Performance Assessment	Cross-Functional Team Leadership	Writing & Editing	MVPD, OTT, AVOD, TVOD, SVOD, FAST

Education & Training

B.Sc. in Journalism & Electronic Media (Business Minor), University of Tennessee Knoxville: Past President, University of Tennessee Alumni Board of Directors (Nashville Network), Member Nashville Sports Council.

Computer Skills: MS Office 365, Adobe Creative suite, AVID, Final Cut Pro, Excel, Word, PowerPoint, Prezi, AdSense, Outlook, WebEx, Cloud-based file sharing, YouTube, iTunes, Vevo, Vimeo, Outlook, Movie Magic, Basecamp, Social media outlets, ASPERA Shares, Digital Asset Management System, Citrix File Share, FTP, OTT, Telestream & cloud delivery methods, Satellite & Fiber delivery methods, Dropbox, JIRA project management software, Roadmonk project roadmap software, SharePoint, Amazon S3 storage, Signiant Media Shuttle

Career Overview

All Elite Wrestling, LLC (Khan Sports & Entertainment)

Head of Global programming and partnerships

2021 – Present

- Developed programming strategy and directed licensing deals of AEW content for global distribution. Negotiated long-term deals with: DAZN, Paramount, ITV, Warner Bros Discovery, Sky Sports, TSN, StarzPlay, Tap Digital Media, TV Asahi, TelevisaUnivision, Disney/ESPN, FiteTV, etc.
- Increased rights fees by 123% from 2021 to 2022. Adding over \$10 million in additional international TV licensing fee and DTC revenue.
- Work directly with internal and external legal teams to draft distribution agreements
- Sold weekly Jacksonville Jaguars TV program to Sky Sport UK. 20+ episodes.
- Streamlined post-production requirements to fulfill international television distribution and live event opportunities. Created new edit plan for Spanish versioning of content. Increased delivery workflow times by 25%.
- Monetized all backlog on content from AEW library. Increased rights fees by 105%
- Leading TVOD/Pay-Per-View opportunities globally. Increased PPV revenues 52% from Q3 2020 to Q3 2021. Lead marketing campaigns to create over 850,000 worldwide buys over the last 12 months for the five AEW PPV events.
- Working on-site in all weekly live productions throughout the year to make sure international feeds are meeting end to end playout paths. Managing linear, VOD, FAST, SVOD, and social media platforms for delivery of all content.
- Oversee global media distribution platform for all international clients.
- Directing all aspects of global advertising messaging and creative development for broadcast partners and sponsorships involving AEW programming. Led data driven win-back campaign for OTT service that increased revenue by 17% YOY 21 to 22.
- Oversee post-production team in Paris, France and Munich, Germany for delivery of weekly localized TV shows.
- Create regular reporting presentations for senior management and key business unit stakeholders around streaming and content distribution rights.

*Dave Ramsey (Ramsey Solutions)***Senior Director/Producer – D2C Video**

2018 – 2021

- Leading content team to launch of new OTT platform (Ramsey+, SVOD), and developing eco system of new content. Including podcasts, which have over 1 billion downloads as of March 31, 2021.
- Leading team for delivery of live video events for global distribution of content. Manage & deliver premium content to Ramsey network subscribers on any screen, with a full range of custom linear & non-linear content solutions.
- Created and drive variety of original creative story content, live event content, live streams and D2C video.
- Created content that led to 1 million YouTube subscribers, doubling YouTube views in first year of content strategy implementation. Grew from 27 million to 50 million views YOY. Led stakeholders through strategic planning for launch on OTT platform for all content. 2019 reached 1.1 billion minutes watched and over 160 million views.
- Main point of contact for all B2C video needs, working directly with external broadcast partners, news outlets, executives, legal and marketing teams, of the 14 business units to carry out their goals and gain deep understanding of brand and product they are taking to marketplace.
- Cultivates productive relationships with companies such as Amazon and Netflix, developing and implementing growth strategies while serving as representative in day-to-day customer relations. Increased overall efficiency and scalability in creative production process; improved brand consistency; and drove growth in engagement.
- Prepared budgets, books crews, produces complex photo and video shoots, and adapts editors' ideas into successful production plans under tight deadlines while adhering to contract structures.
- Lead 17-person video team, legal team, and business unit throughout work process to deliver multichannel programming that are on brand, on time, and on budget. Responsible for creating integrated digital and social media campaigns from initial planning process through execution.

*Anthem Sports and Entertainment (Toronto, Canada/Nashville, TN)***Director Global Distribution and Live Events**

2012 – 2017

- Led contract structures and cost analyses for programming and financial outlooks for long-term payment structures for all clients, including POP TV, Destination America, Spike TV/Paramount Network, HBO, Sony/ESPN (India), Super Sport (Africa), Channel 5 Spike TV (UK), ITV (UK), Fox Sports MENA, Colors (India), Pluto TV (USA), etc., generating over \$60 million in licensing revenue. Positioned content to be placed in 120+ countries in 14 different languages.
- Directed concept-to-completion development and production of new content by employing data driven plans to license and deliver international television video programming and live television events.
- Responsible for hiring internal and external production/post-production teams; and oversaw film shoots and post-production schedules.
- Increased sales revenue (+23%) year over year with international partners. 300 hours of original content annually across television and other digital platforms. Specializing video in-platform premium content, pay-per-view events, products and merchandise, as well as the management, promotion of live events.
- Created functional and visually stunning branding designs and disruptive social content for CMT, NBC, Fox Sports, 2KSports, Opry Entertainment, Vanderbilt Children's Hospital, Red Light Management, Bud Light, The Activist Agency, and Twitch.
- Supervised delivery and production of campaign of videos and content for YouTube, which has surpassed 1 billion views, and subscriptions rose to over 1 million. Awarded YouTube Silver and Gold Play Buttons in September 2017.
- Orchestrated execution, delivery and marketing of 4,500 hours of HD programming to launch OTT app that became global home for Anthem-related content starting in second quarter of 2016. Collaborated to produce digital content and partnered on cross-promotion and joint sales efforts in US, UK, Mexico, and Canada.
- Formulated long-term business plans with domestic and international partners, closing 2013 multi-year deal with YouKu (SMG, Shanghai Media Group, Inc) group to launch first-ever broadcast of Anthem content. Initialized content in China Youku (YouTube) and Weibo (Facebook and Twitter hybrid) account in January 2013, which built solid foundation for programming in China. Also launched content on the iQiyi platform.

Video Production Manager

2010 – 2012

Video Production Coordinator

2008 – 2010

Production Assistant

2007 – 2008

Additional roles: **Production Assistant**, Deaton-Flanigen Productions ▪ **Production Assistant**, Picture Vision Pictures

Awards & Honors

- 2018 Lean Kanban Certification – JIRA Project Management System
- Ramsey Solutions Creative Team “Partnering” Award, January 2018
- Thinking Outside the Box Award, “Suicide Is Born,” 2009 MI6 Award Winner (Production Coordinator)
- Thinking Outside the Box Award, “Virtual Superstar,” 2009 MI6 Award Winner (Production Coordinator)
- Program Distributor – Promotainment, “Lockdown,” 2007 PROMAX Silver (Production Coordinator)
- Program Distributor – Funniest Promo, “Slammiversary Open,” 2007 PROMAX Bronze (Production Coordinator)