

# MICHAEL J. GAFFNEY

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## EXPERIENCE

**Viewing Product Program Manager, Peacock** New York, NY Aug 2022 – Oct 2023

- Orchestrated intake process and product roadmap planning for Content Experience and Video Playback workstreams driving seamless user experiences across all devices
- Directed cross-functional teams in launching high-profile video content experiences including global events such as Olympics, Premier League, World Cup, NFL, and major film/TV series releases
- Led executive brainstorming sessions to boost viewing engagement across Product, Marketing, and Editorial teams resulting in actionable initiatives and measurable improvements
- Managed timelines and resources ensuring timely delivery of UX designs and user testing features for continuous optimization (ex. Key Plays, Watch With, Choose Your Reality, Multiview)
- Fostered collaboration with global technology teams in London and Portugal and facilitated the successful delivery of apps, ads, and video playback features

**Sr Program Manager Strategy & Innovation, Memorial Sloan Kettering** New York, NY Jul 2019 – Aug 2022

- Pioneered 'Prime Analytics' initiative, unifying 30 analytics groups across 150 data analysts, and enhancing technical capabilities utilizing advanced tools including R, Python, SQL, Tableau, and GitHub
- Established DataCentral a central hub for sharing analyst work, garnering over 60,000 page views within 5 months, and cultivated Communities of Practice with 18 active groups
- Hosted and promoted 20+ monthly analytics community events, including trainings, workshops, and hackathons, fostering knowledge sharing and skill development.
- Established technical controls with Data Governance for code using sensitive data and defined metrics for reporting
- Collaborated with AI-ML Solutions and Digital Platform teams leveraging NLP and AI technologies to drive innovation and established an AI center of excellence

**Sr Technical Program Manager, Verve** Carlsbad, CA Apr 2016 – Mar 2019

- Launched location-based Verve Video advertising, generating net revenue of +\$28 million in three months, while expanding video ad supply to 40% of the total ad mix
- Managed ad tech platform and app development teams, overseeing the implementation of advanced targeting features and third-party tracking integrations (IAS, DoubleVerify, MOAT)
- Streamlined customer service workflows, enhancing client satisfaction and facilitating onboarding of new publishing partners and vendors
- Led the migration of servers to AWS resulting in monthly cost savings of \$70,000 and improved operational efficiency

**Mobile Project Manager, Usablenet** New York, NY Nov 2014 – Apr 2016

- Managed and maintained mobile apps across key retail customers and corporate business accounts with budgets including CVS Health - \$1 million, Massachusetts Bay Transportation Authority - \$650,000, energy suppliers in Chicago, New York, and Philadelphia - \$1.5 million

**Web Analyst (Freelance), Lord & Taylor** New York, NY May 2014 – Aug 2014

- Collaborated on e-commerce and marketing/ad growth strategies for Lord & Taylor digital platforms
- Built analytics dashboards and measurement reports for over \$1 million in monthly online sales
- Designed and developed site layouts for major sales events and optimized based on data insights

**Campaign Analyst, Struq** New York, NY Oct 2013 – May 2014

- Provided strategic recommendations for prospecting and retargeting growth for major retailers
- Deliver ad product features working with ad tech teams from design through trafficking ad campaigns
- Exceeded performance target goals monthly at +25%. Created reports for mobile-first ad campaigns, tracked seasonal and campaign promotions, devised a/b and multivariate testing strategies, launched Facebook Ads

**Program Manager, UBM Technology Group** New York, NY Aug 2010 – Oct 2013

- Created over 220 digital online webcasts including the global introduction of IBM Watson for InformationWeek
- Managed and grew IBM global marketing programs with strategic insights from data and enabled upsells. Provided monthly on-demand and quarterly reporting across media brands

## EDUCATION

Master of Science, Management of Technology, NYU Tandon School of Engineering 2012  
Bachelor of Science, Marketing with minor in Computer Information Systems, Manhattan College 2010  
International Study Abroad Program, Queen Mary, University of London Fall 2008

## ACTIVITIES AND INTERESTS

Treasurer of Condo Board, Volunteer Work, Pick-up Basketball and Soccer, Art, Travel