

JOHNNY WHICHARD

SENIOR PRODUCT MANAGER

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Results oriented Product Leader with over 12 years of experience driving innovation across entertainment, streaming, gaming, and ad tech. Expert in data driven storytelling, leveraging complex experimental data to guide high stakes product decisions and multi-platform growth strategies. Proven track record of leading diverse, cross functional teams through the full product lifecycle, from AI-integrated backend tools to high impact creative media production. A digital video specialist dedicated to building immersive user experiences through cutting-edge technology and strategic content distribution.

◆ EXPERTISE

- Product Strategy
- Roadmap Prioritization
- Lifecycle Management
- Stakeholder Alignment
- Data-Driven Storytelling
- A/B Testing
- Statistical Analysis
- Experimentation Operations
- Creative Media
- Digital Video
- Interactive Video
- OTT/CTV Distribution
- Cross-functional Leadership
- Actionable Insights
- Production/Adobe Creative Suite
- Monetization Strategy

◆ PROFESSIONAL EXPERIENCE

SENIOR PRODUCT MANAGER, DATA SCIENCE - 2K

Sept 2026 - Present

- ✓ Lead a team that turns player data into insights and tools that help studios build better games.

SENIOR PRODUCT MANAGER - The Walt Disney Company

2022 - July 2026

- ✓ Championed backend development of proprietary tools and third-party system integrations across Engineering, Analytics, and Design.
- ✓ Drove experimentation across web, mobile, and connected TV platforms by directing analytics implementation and reporting for global brands, including Marvel, ABC News, National Geographic, and Disney Studios.
- ✓ Spearheaded the implementation of proprietary AI-chat-based solutions and automated critical statistical calculations during complex experimentation analysis.
- ✓ Produced best practice documents for experimentation operations and analytical QA that ensured data integrity organization wide.

PRODUCT MANAGER - NBCUniversal (1-Year Contract)

2021 - 2022

- ✓ Managed 'Peacock Labs Team' and end-to-end experimentation operations for all NBC CTV enabled streaming apps.
- ✓ Successfully codeveloped and tested high value recommendation algorithms, 'Video of the Day' features, and video end card strategies.
- ✓ Translated raw data into strategic product roadmaps through Amplitude, mParticle, and LaunchDarkly technologies.

PRODUCT MANAGER - Ultrabit

2019 - 2021

- ✓ Delivered revenue impact by developing monetization systems across subscriptions and rewards, which increased ARPU by 44%.
- ✓ Led global LiveOps and engineering teams to execute engagement-driven features for mobile gaming titles.

◆ PRIOR PRODUCTION CAREER SUCCESSES

Associate Product Manager - Maple Media, 2019

Achieved 16x revenue increases on key applications through strategic ad implementation and App Store Optimization.

Product Manager - Octi, 2017-2019

Led development for AR and computer vision products, managing data pipelines and prioritizing feature releases.

Technical Account Manager - Innovid, 2017

Managed interactive video ad campaigns for clients like Lexus and Disney across desktop, mobile, and OTT.

Executive Interactive Producer - Fuisz Media, 2014-2016

Managed the production of interactive video experiences for global brands, including Ford and Microsoft.

◆ EDUCATION

BBA, Business Management & Film Production, University of Notre Dame
Harvard Business Analytics Program