

FREDERICK S. BOBROW, CSM®

Guilford, Connecticut

917.887.3554 (Cell) • fbobrow@aol.com • www.linkedin.com/in/FrederickBobrow
[Link to Personal Website](#)

Information / Communications Technology Executive

Program Management • Content Supply Chain • Media Infrastructure • Digital Education

A resourceful and decisive Technology leader with a track record of developing, producing, driving, and implementing technology initiatives and strategies for firms ranging from startups to those earning multi-billions in revenue. Excelled in highly visible managerial and consulting roles in technical program and project management, primarily with globally respected industry-leading corporations. Career highlighted by senior managerial roles at The Walt Disney Company, Viacom, and eleven years as Director of the Educational Technology at the Icahn School of Medicine at Mount Sinai.

Expertise in leveraging world-class best practices and a resourceful, innovative approach to delivering high-impact, award-winning, and internationally recognized digital products and transformational infrastructure implementations. Excels in creating, deploying, and managing technologies that add value, exceed expectations, and maximize available resources. Portfolio includes web/cloud/mobile/software applications; DTC products; and OTT, streaming and broadcast events in diverse verticals such as entertainment, healthcare, finance, and defense. Internationally recognized subject matter expert, trainer, consultant, and advisor.

A credible and impactful communicator, leader, and effective collaborator with directive management style, process-orientation, and proven ability to build and lead cross-functional teams. Expert servant leader. Passionate about the development and advancement of employees' skills. Offering high-level communications ability, an exuberance for technology, and an optimistic, growth-oriented, no-limits entrepreneurial spirit.

- Strategic Planning
- Team Mentoring/Leadership
- Vendor & Client Relations
- Infrastructure & Facilities
- Reporting Automation
- Policy/Procedure Development
- Program/Project Management
- IP/Streaming Technologies
- Media / A/V Technologies
- Digital Asset Management
- Stakeholder Communication
- Cross Functional Collaboration
- People Management
- Digital Education
- Learner Experience
- Onboarding
- Lifecycle Project Management
- Budgeting & Scheduling

Skilled in Scrum, SAFe, and Waterfall Methodologies.

EXPERIENCE

THE WALT DISNEY COMPANY – Bristol, Connecticut

2016-Present

An American Multinational Mass Media and Entertainment Conglomerate

Senior Manager, Technical Program Management, Business Operations – Senior Manager for Disney Media and Entertainment Distribution, focusing on Linear and Multi-Platform Content Contribution/Distribution, Media Infrastructure, Content Storage and Production Systems engineering technologies. Oversee diverse team executing dozens of high impact, mission critical projects in support of content systems engineering, distribution, and associated technologies. Coordinate 100 internal and external project stakeholders. Align Systems Engineering, Software, Platform and Business stakeholder teams. Track capital and opex budgets and identify resource capitalization opportunities. Facilitate strategic and tactical planning to ensure on time and on budget delivery. Optimize resource utilization for US domestic driven - globally impacted project contributors. Develop and implement automated reporting tools utilized by global project and portfolio owners. Implement Agile frameworks and Reporting Metrics in a traditionally Waterfall based environment. Promote best practices, standardized tools & training across multi-discipline project teams.

- Key Consolidation Program – Coordinated cross technology teams on a transformational multi-year consolidation effort comprising workflow analysis and redesign, application development, infrastructure integration, facilities build outs and operational implementation. Engaged with stakeholders from across the company to plan, track and deliver technical and operational efficiencies. Identified, managed, and mitigated risks.
- Reporting Automation – Spearheaded initiative to develop and deploy tools, policies, and workflows to capture data and automate creation of reporting deliverables. Conceptual development, build and roll out to domestic and global program and project contributors saving thousands of resource hours annually.
- Audience Measurement/Data Analytics – Coordinated effort with Data Analytics and Media Engineering teams to provide Linear and Multiplatform content performance data. Engaged with internal and external stakeholders to evaluate tools, methods, and create/manage test environments to identify solutions to deliver multi-platform performance data.
- Agile Rollout – Deployed Agile framework for Systems/Infrastructure engineering project contributors. Trained systems engineering teams in Scrum and Kanban, utilizing a hybrid Agile/Waterfall approach where required, and incorporating SAFe principles when appropriate.

PARAMOUNT (Formerly ViacomCBS) – New York, New York

2012-2016

Media Company that is Home to MTV, CBS, Nickelodeon and Showtime

Project Director and Portfolio Lead – Media and Infrastructure Technologies Group – Led projects for Viacom’s Media and Infrastructure Technologies Group comprising of Production Engineering and Content Distribution, Network Operations and Content Delivery, IT/Infrastructure (Networking, Telecom, Storage, Compute), Audience Data & Satellite Engineering and Affiliate Services. Provided oversight, governance, and counsel for over 150 high impact, mission critical global projects in support of corporate and brand/channel initiatives. Directed up to 175 global staff and vendor resources on project related activities. Coordinated cross team capital planning and opex budget.

- *Global Content Catalog Creation – Introduced, directed, and implemented a global content catalog comprising assets from geographically diverse MAM, DAM, Audience Measurement and Content Management Systems. At the initiation of this \$5.5 million project, the corporation had hundreds of decoupled systems. Managed a team of Project Managers which executed projects for broadcast infrastructure, again, building control rooms, satellite farms and production facilities. Coordinated efforts on data model (Ontology and Taxonomy), systems integration, MDM software selection, architecture, governance and operationalization. The system was fully operationalized after an extensive UAT period. The company now had a Single Source of Truth with a foreign key into every system that affected IP or content/product metadata. Thousands of assets were de-duplicated- and actions like transcoding and file transport and services like storage were dramatically reduced as content did not need to be recreated. Thousands of man hours per year were saved and greater asset value was being realized. (To Read More, Click [Here](#))*

OPTIMITY ADVISORS – Washington D.C., New York, NY

2010-2012

Business Consulting and Services – Supporting Healthcare Payers, Providers and Pharmacies – Global Practice

Manager, Entertainment and Media – Manager, SME and Consultant for the entertainment and media practice, specializing in critical strategic and operational initiatives and implementations for broadcast television. Provided subject matter expertise and senior project management in eDAM, content supply chain, workflow consolidation and regulatory compliance.

- *Technology Architect with A&E Networks – Technology Lead/SME for enterprise systems integration strategy including programming/scheduling, rights, content management and broadcast systems. Partnered with key technology and operations stakeholders to develop a scalable and extensible architecture.*
- *Digital Strategy Oversight with Home Box Office, Inc. (HBO) – Provided analysis, assessment, oversight, and deployment of digital strategies for new media and broadcast content. Provided governance of Digital Media Management (DMM) projects. Furnished strategic guidance. Created charters, roadmaps, and budgets.*
- *Operational and Technology Integration with Viacom – Manager/SME for consolidation and migration of network operations, origination, and corporate IT of a major television brand into a global parent company. Provided subject matter expertise and project management for a time sensitive, mission critical and high visibility project comprising over 80 individuals across the enterprise including: network operations, engineering, programming/traffic, transmission, production technology, application development, online/digital, IT and Infrastructure, creative services, HR, legal and finance. Analyzed and evaluated linear and digital end-to-end workflows and application interconnectivity. Delivered on time & under budget with no revenue disruption and minimal business impact.*

FIFTH FLOOR EFFECTS – New York, New York

1995-2012

NYC Based Multimedia, Film, Live Event, Post Video Production and Media Consulting Firm

Principal Consultant – Provided new media, film, live event, postproduction, and digital media management consulting services to a wide range of clients in entertainment, technology, finance, healthcare, education, and government sectors.

- *Clients Included – ABC Radio; ABC Television, Artel Software; Association of Public Health Administrators; and Elsevier Publishing; Kaplan Educational Centers; KPMG LLP; Lippincott, Williams and Wilkins Publishing; Manhattan Eye, Ear and Throat Hospital; Miami Heat; NYC DEP; NY Plastic Surgery Foundation; NYU Hospital; Merck Pharmaceuticals; Sony Corporation; The Walt Disney Company; US Army; US Department of Defense; and US Postal Service.. (For Full Client List Click [Here](#))*
- *Digital Integration Manager and Senior Producer with ABC Television Networks/The Walt Disney Company – Served as Technical Producer for “Network Up Fronts” (2006-2015). This program was a once a year, one hour long \$4 billion revenue generator, highlighting and pitching all of ABC/Disney’s new upcoming television programs. Delivered dramatic cost savings via deployment of new systems and technologies, managed vendor relations, streamlined operations and workflows, gained sponsor recognition, and ultimately increased network revenues. Developed the methodologies, formulas and timetables to produce this in a 3-6 month period of time.*
- *Interactive Multimedia Producer, Digital Strategist, Producer and Consultant with Elsevier, Inc. – Collaborated with Authors and Editors to create interactive digital media products including textbook companions, apps and web-based products including physical and streaming media. This association resulted in the development and production of award-winning, best-selling content. (For Partial Published Media Credits, Click [Here](#))*
- *US Patent Pending – US20140370816A1 for “Proximity-related device determinations” (Filed 2011)*

The [Icahn School of Medicine at Mount Sinai](#) (formerly the Mount Sinai School of Medicine), is an American Private Medical School in New York City and the Academic Teaching Arm of the Mount Sinai Health System

Director of Educational Technology

Founder/Director of Educational Technology Group (ETG)

Directed all distance learning, digital audio/video infrastructure, and special projects. Coordinated and produced domestic/international broadcasts, teleconferences, and symposiums. Deployed and operated new technologies. Created corporate and educational productions at internal, vendor, rental, and production service facilities. Recruited, developed and led teams of up to 75, including technicians, production crew members, designers, developers, and testers. Generated and managed \$1M annual budget and P&L for ETG. Wrote and responded to RFPs and RFIs. Performed research and due diligence. Managed and produced traditional and digital media for lay and professional clients.

- *Progression / Promotion / Innovative Contribution – Initially hired as a multi-media producer in the School of Nursing. Promoted to work in the same role at the School of Medicine. Conceived of the idea of creating the distance learning function. After its acceptance by senior management, planned and built the Educational Technology Group. Worked with surgeons worldwide to create and deliver training programs in bariatric and arthroscopic surgery. Staged dozens of symposia, with a global reach.*
- *Created New Revenue Streams – while delivering state-of-the-art service by founding Educational Technology Group to develop, patent, produce, and monetize multi-media systems and solutions.*
- *Pioneered Video Streaming Website, MSSMTV™ – which hosted hundreds of hours of broadcast quality content and included registration, evaluation, testing, and certificate issuance modules.*
- *Produced Internationally Recognized Live Chemotherapy Foundation Symposia – Led a team of 40 staff to deliver A/V services, streaming, teleconferencing, and staging within a \$400K budget.*
- *Reduced System-Wide Operating Costs by Millions of Dollars – through development of proprietary services and software solutions that eliminated need for third party developers and software licenses.*
- *Chief Technology Architect – Designed and implemented digital facilities throughout the institution. Developed and delivered a patented secure multimedia content delivery and rights management system, Portameeting™ and iARC™ Media, adopted across multiple verticals. Additionally, replaced analog systems with digital delivery method, Command Performance™ - Interactive Digital Kiosk System, which was adopted by conferences worldwide.*
- *Distance Learning – Developed and instituted a distance learning program for physicians and surgeons, plus training and currency programs for all physicians, researchers, employees, and students.*
- *Awarded Two Patents –*
 - *US Patents US20050268339A and Worldwide Patent WO2005119962A for “System and Method for Presenting Copy Protected Content to a User” (2004)*
 - *US Patent US 2008/0215873 A1 for “System and Method for Presenting Copy protected Content to a User from a Portable Storage Device” (2004)*
- *Awards –*
 - *Recipient of Dean’s “Teaching Enhancement Fund” Award;*
 - *Recipient of Sigma Theta Tau Professional Nursing Award for Multimedia;*
 - *Recipient he Prostate Net “In the Know” Award for Educational Technology*

EARLY CAREER

Before 1996

Music Composer/Producer/Engineer with EMI, SBK, Solar, Polygram, ABC Radio Networks. (For details [Click Here](#))

KEY STRENGTHS

Transparent; altruistic; authentic; collaborative; a desire and eagerness to learn. Exceptional communication skills (written, verbal, and interpersonal). Significant direct work experience in a project management capacity, including all aspects of process development and execution. Experience managing project managers and direct reports. Experience creating an implementation plan, managing a budget, and assigning roles and responsibilities to team members. Experience monitoring and controlling projects. The ability to create project management and business analyst artifacts, guidelines, leading practices, and frameworks in a decentralized environment. Experience with project level reporting. The ability to drive resolution of project risk and issues. Ensures projects are on-time, on-budget, and within scope project/program delivery.

EDUCATION

BROOKLYN COLLEGE, CUNY – Brooklyn, New York

Completed coursework towards Bachelor’s Degree in TV/Radio and Film Production

Professional Development: Certified ScrumMaster (CSM®), Project Management – [Scrum Alliance](#) (2015). Scaled Agile, SAFe® Training ([Link](#)). Scaled Agile Framework (SAFe) Training ([Link](#))