

COFFY DAVID-SHEA

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Program Manager • Project Manager • Producer • Scrum Master
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Proven track record in building products, running agile projects combining key elements of different technologies, led cross-functional teams to collaborate, have fun and level up to their fullest potential.

PROFESSIONAL EXPERIENCE:

Senior Technical Program Manager, Manager

2K Games – August 2021 - Present

- Manages 2K programs within the technology organization and game development studios (Visual Concepts, Firaxis, Hangar 13, Cloud Chamber)

Titles: NBA2K, WWE 2K, PGA 2K, Marvel Midnight Suns, Lego 2K Drive, The Quarry

- Establishing and refining the organization's program processes and reporting
- Engineering agile coach, scrum master optimizing collaboration with cross-functional teams (engineering, product, live services, infrastructure, security, qa, partnerships, marketing, legal and finance) and studios (internal and external development partners)

Senior Technical Program Manager, Manager

Healthgrades – August 2020 - August 2021

- Established processes and reporting for the product and engineering development teams
- Engineering agile coach, scrum master optimizing collaboration with cross-functional teams
- Led customer migration project and managed program releases
- Managed the Technical Program Management team in charge of product development and releases for Healthgrades Mercury Products

Products:

- HgX Data Exchange
- Engagement Center
- Market Planner Insights
- Audience Insights
- Campaign Performance Insights
- Engagement Center
- Provider Network Insights

Program Manager

HouseCanary – January 2018 - April 2020

- Led and coached the engineering teams (development, security, QA, data, devops, IT), connected them to the various business units within the organization and established better operational processes, prioritization and reporting to ensure project and quarterly goals were met.
- Worked closely with People Operations, IT, Legal and Finance on scaling initiatives establishing workflows and processes within the organization.

Projects include:

- Establishment of Engineering/Data Vendors (60+), Multiple Listing Services Management (400+) and Company Brokerage Business (50 States)
- Data Factory - creation of in-house data ingestion services, including tool development
- Enterprise and Consumer Product Management Prioritization Process and Agile/Scrum Training - developed tools, reporting and processes for the various enterprise and consumer teams

- Accessibility - set up consumer product process, testing including WCAG and VPAT certifications.
- Devops, IT, Security and Compliance - Prioritization and creation of an internal ticketing system, AWS Legacy Shutdown, CCPA, SSO/Okta Integration and Software Vendor Audits.
- Employee Resources Page, Onboarding-Offboarding, 3rd Party Software Management Training/Employee Development Process creation, is also the current de facto process.

Program Manager, Google Play Movies and TV

Google – March 2016 – January 2018

- Led and managed the Content Engineering team and served as liaison to the Operations team in prioritizing development requests and production issues.
- Coordinated with the various cross-functional teams and created documentation and workflows to streamline processes.
- Developed testing, rollout plan and launched the Avails Automation process reducing manual processing time 40% and increasing cycle time improvement to 80%.
- Managed Google Play Movies Engineering Team Quarterly OKR Process.
- Established and managed Google Play Movies dogfood program for Samsung, LG and Roku Devices.
- Led, managed and operationalized the following Google Play Movie projects:
 - Google Play Movies Debut titles - "Rememory" (2017) and "Amityville:The Awakening" (2017)
 - Migration of Operation toolsets from legacy systems
 - Creation of Pricing 2.0 Tool
 - Middle East and Vietnam Expansion
 - Catalog Overrides and Ownership Transfer

Program Manager

Gracenote – November 2013 – March 2016

- Managed multiple EPG (Electronic Programming Guide) projects with the internal and external global groups (Product, Content Operations, Engineering, Content Tools, Quality Assurance, Customer Engagement Teams, Legal, Business Development and 3rd party vendors) located in the various offices for Gracenote's eyeQ and legacy products.
- Coordinated with the various offices in information sharing/training of the eyeQ and legacy products and content operations post the Tribune acquisition.
- Led, improved project processes and completed the following:
 - Middle East eyeQ expansion with 3rd party vendors.
 - Middle East migration with Gracenote acquired company What's On India.
 - China eyeQ expansion with 3rd party vendors.
 - India and Indonesia eyeQ expansion with Gracenote acquired company What's On India.
 - Australia – switch from 3rd party vendor to Gracenote acquired company HWW.
 - Brazil migration – switch from 3rd party vendor to Gracenote/TMS Latin America data.
- Managed 35 different global EPG (Electronic Programming Guide) vendor relationships.
- Coordinated with the various internal teams (Product, Content Operations, Engineering, Content Tools, Quality Assurance, Customer Engagement Teams, Legal and Business Development) in triaging global content and vendor issues for Gracenote's eyeQ and legacy products.
- Collaborated with Quality Assurance and the Content Technology teams and improved monitoring and alert systems for supplier deliverables and decreased ticket issues by 70%.

Media Producer; Operations & Production Project Manager (Contract)

adRise, Inc. – March 2013 to October 2013

- Oversaw operations, programming and partner management for SmartTV and iOS tablet applications.

- Managed partner onboarding to application/content development and release on the various devices (ROKU, SAMSUNG, LG, Opera and iOS tablets).
- Released 40 Samsung SmartTV and Blu-ray apps.

**Media Producer; Operations & Production Project Manager (Contract)
Social Media/Edutainment Start-Up – August 2012 to March 2013**

- Strategy, operations and business plan development.

**Senior Manager and Producer, Home Entertainment
VIZ Media LLC – January 2008 to August 2012**

- Oversaw all aspects of Digital, Blu-ray and DVD production (P&L, budgets, timeline) for new releases and catalog titles, including bonus content and promotional materials.
- Produced over 200+ Blu-ray/DVD/Digital Viz Media and New People (Viz Pictures) titles for distribution.
- Established and maintained relationships (project management including title set-up/metadata management and reporting for all products) with various distribution partners (Warner Home Video, Hulu, Apple iTunes, Microsoft Xbox, Sony Playstation Network, Netflix, Amazon, Google Play/YouTube and Crunchyroll).
- Vendor sourcing and management for Digital encoding, transcoding, Blu-ray and DVD Authoring, Bonus Content creation and promotional materials (Subatomic Digital, Beyond Pix, Giant Interactive, ZAP SF, Crest Digital, Video Arts, Freelancers and Viz internal teams).
- Designed and implemented various product development and production workflows.
- Created and implemented the overall Digital, Blu-ray and DVD production budget.
- Collaborated with the other Home Entertainment managers, producers and creative teams, as well as vendors and partners to streamline production of all products with attention to quality and budget.
- Worked with various licensing partners (Viz Media Europe/Kaze, Pokémon International, and MadMan Entertainment) and production companies (Bang Zoom Entertainment, NightJar, and Studiopolis) and translation facilities (JNProductions and MX Media) in contract negotiation and facilitating asset management and distribution.
- Cut costs by optimizing the packaging production process and streamlining Blu-ray/DVD workflows.
- Spearheaded the Blu-ray production process and workflow.
- Maintained and managed all DVD/Blu-ray Production delivery schedules.
- Worked with the various teams (Producers, Creative, Licensing and Marketing) in product development and package design (standard and ultimate collector editions).
- Sourced and managed pre-press (Quadgraphics) facilities, printers (Shorewood, AGI, MPS, Childer's, Influence Communications, J&L Printing and Disc Graphics), replication and distribution facilities (Technicolor, Crest Digital, Cinram, AmericDisc and Simon and Schuster) for packaged products.

**Technical Analyst/AV Production Manager
Y&R San Francisco – June 2006 to November 2007**

- Managed and maintained the agency's editing suites and researched solutions to solve existing work production issues.
- Provided software/hardware support to creative and interactive departments to improve workflow and processes.
- Researched solutions to solve existing work production issues and provided software/hardware support to the entire agency to improve workflow and production.

ADDITIONAL EXPERIENCE:

Certified Scrum Master - [Scrum Alliance](#), License 000349917
[Path to Agility](#) Practitioner ([Agile Velocity](#)), Volunteer, [Agile Austin](#)
 Member, [Project Management Institute](#)

[PMP Certification](#) , [Salesforce Administrator Certification](#) - In Progress

Volunteer, [Talks at Google](#)

Instructor, Introduction to Producing MPT 205.02 ([Academy of Art University](#))

EDUCATIONAL BACKGROUND:

ACADEMY OF ART UNIVERSITY (Master of Fine Arts, Motion Pictures and Television)

UNIVERSITY OF SANTO TOMAS (Bachelor of Communication Arts, Major - Advertising)

BLU-RAY and DVD PRODUCTS: (<http://pinterest.com/acupofcoffy/anime-home-entertainment/>)

Producer, Bonus Feature Content Creator, Product/Production/Packaging Manager

First Naruto Blu-ray produced in America "Bonds"

ADRISE APPS: (Samsung, Roku, LG)

Docurama, The New Content, Watch Mojo, The Astrologer, Dorado Films, AsianCrush, Vanguard, Audio Crush, MBC America, Manga, My Combat, Newslook, PopFlix, The Man Channel, American Pop, Cook, NetFit, The Bold and the Beautiful, Indie Crush, Playlist, Myx, Uinterview, GoDigital, Gravitas Video, ProClassicTV, PopFlix Classic Movies, Style Music TV, Metatube, Olena Fashion TV, Havoc Television, Threshold+, Honor, ACC Digital Network, Bollyverse, Sportfishing with Dan Hernandez, All Fitness TV, Xtreme Films, Family TV, anyclip, Big Media, Comedy Time, Momversation, Café Noir, Metatube Español, World Worth Watching, ADC, Focus