COFFY DAVID-SHEA

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Senior Technical Program Manager/Producer

Dynamic Senior Technical Program Manager with 10+ years of experience driving large-scale, cross-functional programs across the gaming, platform services, and tech industries. Expert in leading global engineering initiatives, launching digital content platforms, and scaling operations across internal cross-functional teams and external partners including both gaming and non-gaming experiences. Hands-on experience with agile frameworks, live services, platform tools, and stakeholder alignment across product, engineering, and operations. Shipped AAA game titles and led agile transformations for various organizations.

Core Competencies

Cross-Functional Program Leadership • Agile & Scrum Mastery • Game & Platform Delivery • Global Stakeholder Management • Fluent in Technical Collaboration • Internal Cross-Functional, Studio & Vendor Coordination • OKRs & Reporting • Process Optimization

Professional Experience

2K Games – Senior Technical Producer / Program Manager, Manager

August 2021 – Present

- Led cross-functional engineering and platform service programs across multiple global studios (Visual Concepts, Firaxis, Cloud Chamber, etc.)
- Drove delivery of AAA game titles including NBA2K, WWE 2K, Civilization VII, Lego 2K, Drive Marvel Midnight Suns, and more, through full development lifecycle
- Developed agile program frameworks and reporting dashboards across engineering, infrastructure, QA, and product teams
- Acted as technical program liaison between studio leadership, internal partners, and publishing operations
- Spearheaded integration between live services and internal development tools, streamlining platform support

Healthgrades – Senior Technical Program Manager, Manager
August 2020 – August 2021

- Managed engineering and product initiatives for multiple data-driven SaaS platforms
- Introduced agile processes and reporting for Mercury product suite and led customer migration efforts
- Oversaw TPM team and drove delivery across technical and customer-facing projects

HouseCanary – Program Manager
January 2018 – April 2020

- Managed cross-functional tech and data teams in developing enterprise-grade data tools and consumer platforms
- Led DevOps, Security, and AWS compliance projects including SSO, CCPA, and legacy shutdown initiatives
- Implemented agile training and developed OKR-aligned program delivery systems

Google – Program Manager, Google Play Movies & TV
March 2016 – January 2018

- Managed global engineering team supporting Google Play Movies tooling, automation, and regional expansion
- Launched avails automation system improving cycle times by 80%
- Oversaw high-profile launches and migration of operational systems for international markets

Gracenote – Program Manager
November 2013 – March 2016

- Managed global content ops and engineering projects for EPG (Electronic Programming Guide) expansion
- Led vendor transitions in regions including India, China, Australia, Brazil, and the Middle East
- Streamlined delivery pipelines and issue resolution across 35+ vendor partners

adRise – Media Producer / Production Project Manager
March 2013 – October 2013

- Oversaw SmartTV/iOS app production and partner management (Samsung, Roku, LG)
- Managed onboarding and content delivery for 40+ apps across streaming platforms

Social Media Edutainment Start-Up – Media Producer
August 2012 – March 2013

- Developed business plan, ops strategy, and initial product concepts

VIZ Media – Senior Manager and Producer, Home Entertainment

January 2008 – August 2012

- Managed end-to-end Blu-ray/DVD production, P&Ls, and release schedules for 200+ titles
- Oversaw partnerships with major digital platforms including Hulu, Apple, Microsoft, Sony, Netflix, and Amazon
- Led cross-functional creative, marketing, licensing, and vendor teams

Y&R San Francisco – Technical Analyst / AV Production Manager

June 2006 – November 2007

- Managed editing suites, solved workflow issues, and supported creative software/hardware operations

Education & Certifications

MFA, Motion Pictures and Television – Academy of Art University
BA, Communication Arts, Major in Advertising – University of Santo Tomas
Certified Scrum Master (Scrum Alliance) • PMP (In Progress) • Salesforce Admin (In Progress)