**[David Cronshaw](https://www.davidcronshaw.com/)**

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**SENIOR PRODUCT MANAGER**

As a product manager professional, I am well-versed in leading product teams and the full agile product life cycle, across an array of technical products and platforms, to deliver compelling business and consumer experiences. I am AI/ML/LLM and data-driven, with a strong focus on customer advocacy and have demonstrated the ability to drive results in a start-up or Fortune 100 environment.

**PRIMARY SKILLS**

* Extensive Product Management skills and experience.
* Skills integrating AI/GenAI and LLMs into B2B and B2C products.
* Consistently delivers intuitive and delightful UX/UI products that significantly improved customer engagement and satisfaction.
* Experience in managing the end-to-end life cycle of a product and shipping products.
* Utilizes customer insights and advocates the Voice of Customer
* Analyzes qualitative and quantitative data to help define requirements.
* Follows agile product lifecycle.
* Works and communicates cross-function and team with customers, marketing, product marketing, UX/UI, customer success managers, data scientists, support, sales, and engineering.
* Leads product vision, strategy, development, execution, and delivery of products.

**PROFESSIONAL EXPERIENCE**

## SENIOR PRODUCT MANAGER MAY 2024 – PRESENT

## DISNEY, Santa Monica, CA (Contract)

## Senior Product Manager for Disney Streaming Services.

## SENIOR PRODUCT MANAGER JULY 2023 – OCT 2023

## T-MOBILE, Bellevue, WA (Contract)

## AI Senior Product Manager for the Digital Innovation Lab (InLab) at T-Mobile.

## T-Mobile InLab is the engine that drives innovation at T-Mobile Digital. The InLab mission is to develop and drive a culture of innovation, and create new, long-term digital-driven products and revenue streams. The team’s focus is creating proof-of-concept products for AI and Generative AI (GenAI) use-cases, for both internal teams and external customers.

Focus on creating responsible, secure, and private Generative AI use-case products, including customer support intelligent digital assistants, and optimizing internal workflows using GenAI. Executed market research, requirements gathering, cross-team execution, analytical and communication skills.

Built the following GenAI T-Mobile proof-of concepts, utilizing LLMs, embeddings, RAG and model fine-tuning:

* Created ChatGPT T-Mobile plugin, fine-tuned using T-Mobile secure data.
* Enhanced T-Mobile Chatbot for specific customer intent voice and text interactions.
* Created Support Team Natural Language document search supporting multiple languages.
* Developed a multi-language voice assistant for vision impaired customers to browse products.

## SENIOR PRODUCT MANAGER Oct 2021 – APRIL 2023

## ON24, San Francisco, CA

ON24 provides a leading B2B SaaS cloud-based sales and marketing platform that makes it easy to create, scale, and personalize engaging virtual and hybrid webcast experiences. The ON24 sales and marketing platform uses webinars and AI to drive account-based engagement, generate 1st party data and deliver sales revenue growth.

As a Senior Product Manager, I was part of the overall ON24 product team, made up of 7 product managers, each owning a specific ON24 product. My role involves owning, the modernization of the ON24 administration UI/UX and workflows and launching the next-generation products, using AI and segmentation. My key accomplishments include:

* Product lead, charged with rebuilding a legacy web-based administration. Successfully released to SMB and Enterprise customers a new and updated administration, on-time with zero support tickets and happy clients.
* Initiated ON24 next-generation products, implemented AI using Generative AI to enhance the event creation workflow and a created a new product for event attendee Segmentation, enabling targeted content.
* Collaborated cross-function and cross-team with a team of UX designers, developers, testers, data scientists, analytics, marketers, product marketers, customer success, support, and sales to build and deliver high-quality software features for thousands of clients. Increased Customer NPS Score by 80%.
* Wrote project user stories, use cases, technical requirements, specifications, documentation, accessibility, and acceptance criteria. Attended daily scrums to monitor project process. With UX team, created wireframes, designs and flows using Figma. Improved the overall project flow with clear and precise requirements.
* Communicated with cross-functional partners, key stakeholders, and customers to prioritize the backlog, roadmap, and overall product process during the agile development sprint. Implemented Monday.com to allow matrixed cross-teams to monitor project status.
* Leveraged internal and external data sources, making informed project decisions and verify products achieved targeted business outcomes. Implemented usability tests, consumer panels, user research, created KPIs, conducted A/B tests, and other research methodologies.
* Worked with Product Marketing to promote the product, Customer Success to educate customers and the Support Team to monitor any bugs or receive product feedback for improvements and implemented best practices for accessibility and privacy.

## SENIOR PRODUCT MANAGER Apr 2017 – OCT 2021

**NEXSTAR DIGITAL**, Los Angeles, CA

Nexstar Media Group, Inc. is America’s largest local television and media company with 200 broadcast stations in 116 TV markets addressing more than 68% of U.S. television households. Nexstar Digital is the digital division of Nexstar Media Group, Inc. and a SaaS content management system platform defining the future of local TV news with local web, mobile, app, tablet and connected devices on-demand and live streaming monetized platforms. Their local broadcast and digital platforms touch nearly 176 million unique users, consuming 1.18 billion page-views across 270 sites.

Digital properties also include: The CW Network, The Hill, NewsNation, and Best Reviews.

As a Senior Product Manager at Nexstar Digital, I was part of a six-person product team that owned the news content management system for the 270 local news sites, increasing monetization, and improving the user experience.

* Defined requirements for local broadcast content management platform, by conducting interviews with product end-users, writing business requirements, and following the product life cycle to full release.
* Worked with the UX team, created wireframes, designs and flows using Figma.
* Focused on display and video ads and monetization – DSP, SSP, programmatic ads, native ads, video on demand, live video and content creation, workflows, and accessibility and privacy. Experience, working with GAM – Google Ad Manager.
* Completely rebuilt a legacy content management system to a customized WordPress publishing system and successfully released in only 6 months.
* Implemented native iOS and Android local news apps and OTT for 200+ stations. Created native iOS and Android apps and OTT for NewsNation and The Hill.
* Advocated as a Voice of the Customer, partnering closely with local editors, end-users, and Sales/Marketing and AdOps/Monetization Team to improve product development.
* Communicated, evangelized, and demoed company products, impacting more than 40 product launches, and conducted 20 product training sessions.
* Owned the product vision and roadmap. Improved the overall TV station journalist as well as site user satisfaction, increased digital revenue by 60%.

## SENIOR PRODUCT/PROJECT MANAGER FEB 2015 – SEPT 2016

**PREMIERE DIGITAL SERVICES**, Los Angeles, CA

Premiere Digital is a leader in converting content from major tv and studios into digital assets.

Quiver Digital is a division of Premiere Digital and is an innovative indie self-serve film distribution software as a service/video-on-demand platform. Aggregates Digital Store Platforms, iTunes, Netflix, Hulu, Amazon, Google Play, Microsoft, Sony, Steam, Vimeo, Dish, DirecTV, and more into an easy-to-use and self-serve, global film distribution service for independent filmmakers.

This position was a hybrid Product and Project Manager position, working with the Sundance Institute, developed and successfully released the Quiver Digital self-serve independent film distribution platform.

* Gathered feature requirements, wrote functional specs, created mockups, and maintained documentation as well as product training. Successfully launched the product on time.
* Acted a Project Manager - Scrum Master for large offshore development team, managing 2-week development sprints and maintained backlogs and ongoing bugs using standard Scrum process and Jira.
* Aggregated and input feature requests from numerous stakeholders and cross-functional teams and partners. Created KPIs, conducted A/B tests. The Quiver Digital product generated over $1M in sales the first year.

## Microsoft, Redmond, WA. 2006 – 2014

**Senior Program Manager**, Sep 2013 – Sep 2014

**Bing Apps, Media, and Publishing (AMP)**

Senior Program Manager with team charged with the complete rebuilding of legacy Portal MSN.com, owning common features for Bing/Microsoft Apps - iOS and Android – News, Sports, Weather, Finance and Food & Drink.

* Implemented US and 40+ Worldwide MSN Home Page modules, which included real-time modules for entertainment awards and sports events. Focused on Streaming Video and Video monetization. Drove efforts that contributed to over 3.6 billion page views per month, over 1 billion search transfers to Bing and increased video views and ad starts, 60% Year-Over-Year.
* Managed mobile and tablet optimized MSN live site http://www.msn.com with feature improvements and bug tracking, contributing to a 60% increase in page views year-over-year.
* Collaborated cross-team and cross group, defining requirements and specifications, budgeting, scheduling, for next-gen adaptively rendered and feed driven MSN Portal http://www.msn.com.
* Defined user experiences in partnership with engineering and creative teams. Coordinated UX user flow diagrams, mockups, wireframes and conducted usability studies. Wrote technical specifications.
* Defined feature requirements by utilizing market research as well as input from the Sales, Marketing and Editorial teams. Created KPIs, conducted A/B tests.
* Team Champion for accessibility and privacy.

**Senior Program Manager**, Apr 2012 – Sep 2013

**MSN/Bing Mobile and Tablets Engineering**

Senior Program Manager for MSN /Bing, charged with optimizing MSN/Bing for display on mobile and tablets.

* Defined, developed, and released MSN mobile/tablet optimized Article Page, Photo Gallery Page, and Video Page templates. Adaptively rendered on mobile, tablets and PCs. Page views increased 60% over 3 months after release.
* Designed, implemented, and released a video hub experience, enabling a compelling “continuous play” video experience, increasing video streams and video advertising by 40% year over year.
* Coordinated large video live events including the US presidential election, inauguration, and the State of the Union address, contributing to millions of simultaneous live streams.
* Created KPIs, conducted A/B tests.

**Senior Program Manager**, Mar 2006 – Apr 2012

**MSN Video Engineering**

Managed the design, development, and partner relations for the worldwide MSN video platform.

* Designed, defined, developed, and released 3 video player platforms: Flash, Silverlight and HTML5. Increased overall video streams by 40% year-over-year.
* Architected a “Video Widget Framework” which enabled video players and galleries to be placed on pages, allowing them to talk to each other. This work was awarded a US Patent.
* Designed, developed, and released a “hero video player” which displayed over MSN Homepage. Resulted in $1.2M in ad sponsorship sales.
* Maintained Customer Support for 40+ MSN international markets and external video partners: foxsports.com, telemundo.com, msnbc.com, ninemsn.com and other large video partners.

EDUCATIONAL BACKGROUND

**Bachelor of Science - Electrical and Computer Engineering**, BSEE – University of California Santa Barbara

**Associate of Science - Electronic Technology**, ASET - Santa Barbara City College

**PATENTS**

**US 2011/0016000 A12** –Creating Content Experience with Video Widgets.

**SKILLS**

Product Leader • Product Management • Product Leadership • Leadership • Program Management • Artificial Intelligence AI • Generative AI • LLMs • ChatGPT • Responsible AI • Product Strategy • Product Development Lifecycles • Product Releases • Strategic Planning and Vision • Project Management • Prompt Engineering • Chatbots • Machine Learning • User Experiences • Cross-Functional • Cross-Team • Agile Development • Agile Methodologies • Software Development Lifecycle • Scrum • Data Analysis • Market Research • Customer Research • Personas • Strategic Planning • Go-to-Market • User Experiences • SaaS • B2B • B2C • Content Management Systems • User Stories • User Scenarios • Usability Studies • Customer Focus • PC/Mobile/Tablet Digital Experiences • Data-driven Feature Requirements • KPIs • OTT • SVOD • VOD • TVOD • AVOD • iOS Apps • Android Apps • Customer Focus • Technical Specifications • Roadmaps • Product Documentation • Internal and Client Communication • Product Training • Product Marketing • Confluence • Jira • Accessibility • Privacy • Diverse • A/B Testing • Project Management • SQL • WordPress • Product Discovery • Partner Management • Innovation