

PATTY HIRSCH

Strategic Product & Technology Executive | Product, Platform, and AI Transformation at Scale

📞 +1 (917) 846-8387 @ phahnyc@gmail.com 🔗 <https://www.linkedin.com/in/patty-hirsch-a7771a/> 📍 Brooklyn, NY

EXPERIENCE

Independent Consultant

Pelagic Endeavors

📅 07/2025 - Present 📍 New York, United States

- **Fractional Chief Product & Experience Officer** (Nov 2025 - Mar 2026) - Led product, UX, content, and experience strategy for a live immersive startup building digital presence across sports, news, shopping, and entertainment guiding the product vision toward a planned summer 2026 launch
- **AI & Transformation Advisor** (July 2025 - present) - Advising a major publisher on AI operationalization at a moment when the pace of change has outstripped traditional transformation playbooks. Initiated with an AI tooling audit and prioritization framework; evolved to focus on the harder challenge of embedding AI into organizational ways of working at scale
- **Transformation Advisor** (March 2026 - present) - Partnering with an established PE-backed media company to identify operational improvements that drive efficiency and performance without disrupting their strong market position

EVP, Global Consumer Digital, Data and Platforms

Warner Bros. Discovery (formerly WarnerMedia)

📅 04/2020 - 07/2025 📍 New York, United States

- Directed digital strategy for 68 global brands at Warner Bros. Discovery, managing \$1B+ revenue across subscriptions, ads, and e-commerce
- Implemented ML/AI projects reducing churn by 1-2% and optimizing customer experience costs, achieving a \$60M data platform cost reduction
- Reduced operational costs by 25% twice in four years while sustaining brand growth and exceeding revenue targets on key franchises
- Consistently delivered record-breaking traffic for key digital news events, reaching over 65 million unique visitors
- Achieved significant sports growth with March Madness Live, reaching nearly 10 million users and generating \$150M in revenue
- Led and grew a global team of 1,000+ engineers, product managers, and data scientists to foster innovation and continuous learning

SVP & GM, Warner Bros. Digital Labs

Warner Bros.

📅 03/2018 - 04/2020 📍 New York, United States

- Drove Warner Bros.' D2C strategy, leading a 200+ global team focused on building products that support the franchise flywheel and driving incremental revenue of \$50M through digital transformation and fan engagement offerings
- Launched Boomerang and DC Universe, exceeding subscriber goals by 15% above targets within 12 months
- Unified fan engagement platform for DC, Harry Potter, and Boomerang reduced operational costs by 40% and enhanced user satisfaction scores
- Built and scaled Big Data & AI/ML teams supporting studio revenues of \$3B, improving personalized experiences and increasing customer LTV by 10%
- Promoted to EVP, Consumer Digital & Platforms with the acquisition by AT&T and the subsequent consolidation to Warner Media

SUMMARY

Product, technology, and AI executive with a track record of turning complex, legacy media organizations into high-performing digital businesses. I build the products, platforms, teams, and operational infrastructure that convert audience trust into sustainable revenue. Currently working on the frontier of AI, helping organizations move beyond the question of which tools to use to the harder, more valuable challenge of making AI actually work at scale.

What that looks like in practice:

- **Turning editorial credibility into scalable digital revenue** - converting trusted legacy media brands into multi-stream digital businesses without sacrificing brand integrity
- **Making AI work in practice, not just in theory** - moving companies beyond tooling decisions to the harder challenge of embedding AI into real workflows at scale
- **Building platforms that grow with the business** - consolidated 200+ CMSs across 68 global brands into three scalable, headless platforms while maintaining distinct audience experiences
- **Growing D2C businesses in crowded markets** - scaled D2C products from zero to market leadership across sports, entertainment and news
- **Finding new revenue others leave on the table** - grew contextual commerce from \$100K to \$65M in three years with minimal investment
- **Reducing costs without breaking what works** - delivered 20-25% operational cost reductions across multiple organizations while sustaining growth
- **Leading teams through the hardest kind of change** - managed 1,000+ person global teams through M&A, platform consolidations, and AI-native transformation while retaining high performers

ADDITIONAL EXPERIENCE

Vibe Coding

Recent applications built

- CounterACT - a news service that fact checks, offers unbiased perspective from all sides, and allows users to take action
- Back of House - an on-demand chef service
- BuyBye - an impulse ecom platform

BOARD MEMBERSHIP



Berkeley Carroll School - Trustee

📅 06/2024 - Present

Trustee & Chair of Communications & Admissions Committee



Movielabs - Board Member

📅 01/2023 - 07/2025

EXPERIENCE

SVP, Digital and Sports Brand GM

Time Inc.

- 📅 08/2015 - 02/2018 📍 New York, United States
- Led digital transformation and revenue diversification product strategy for 30+ premium media brands including Time, Fortune, InStyle, Sports Illustrated, Fansided's network of 300+ properties, etc.
 - Served as Brand CEO for 300+ Sports physical and digital properties, managing operations across multiple platforms.
 - Oversaw combined digital revenue of \$800M+ comprised of advertising, subscription, licensing and commerce; achieved digital crossover before sale of company.
 - Boosted digital reach of legacy brands by 50% through content revamp and audience strategies, leading digital turnaround for Time Inc.
 - Scaled video operation to 1B+ monthly views through O&O enhancements and new content partnerships/distribution.
 - Established new revenue streams in ecommerce, subscriptions, TV licensing and syndication with ecommerce growing from \$100K to \$65M in revenue in three years.
 - Instrumental in the sale of Time Inc to Meredith.

VP & GM, CBSi Digital

CBS Interactive

- 📅 07/2007 - 07/2015 📍 New York, United States
- Oversaw Advanced Media division driving \$55M+ revenue and 40% margin across 125+ clients in sports, entertainment, music, and news
 - Streamed 20,000+ live events annually including March Madness and Super Bowl, scaling infrastructure for millions of concurrent viewers
 - Conceived and launched 5+ digital subscription products like College Sports Live and Big Brother Live, diversifying revenue stream
 - Generated \$50M+ new revenue via cross-division partnerships, expanding CBS Interactive's D2C and subscription product portfolio (including CBS All Access)
 - Oversaw team responsible for diversifying CBSi's portfolio via SVOD, advertising, licensing, and syndication

VP, Product Management, Digital

Muze/Loudeye (now Rovi)

- 📅 01/2006 - 07/2007 📍 New York, United States
- Directed global digital music product strategy and managed P&L for product portfolio generating \$30M in revenue at Muze/Loudeye
 - Developed integrated music content and commerce solutions for three international brands, increasing user retention by 20+% through enhanced engagement
 - Established multi-model revenue strategy across subscription, advertising, and authentication, driving a 10% increase in total revenue
 - Managed a scalable, white-label digital music platform serving users globally via major retailers and telcos
 - Oversaw product expansion into international markets with localized solutions
 - Launched innovative content discovery and recommendation solutions supporting all clients

VP, Product & Partner Management

Synacor, inc

- 📅 01/2005 - 01/2006 📍 Denver, United States
- Served as Vice President for this white-label portal provider and digital content aggregator predominately serving large cable, ISPs and telecommunication companies and offering adjacent offerings across music, sports & education
 - Supervised product, client service, and affiliate marketing teams generating \$20M revenue for Synacor
 - Leveraged data to help partners better understand consumer behaviors and why churn happens; helped reduce churn on average by 10% MoM
 - Directed product strategy with a consumer-first approach, leading to tailored feature implementations
 - Increased digital subscribers by 30% above client targets by enhancing product offerings, creating bespoke experiences, improving launch timelines and implementing engagement and retention strategies
 - Increased digital subscribers by 30% over targets by enhancing product offerings and accelerating launch timelines across 10 major clients

KEY ACHIEVEMENTS

💎 Revenue Management

Managed \$1B+ in revenue at last two companies operating over 100 brands & franchises, and consistently meeting or exceeding audience, revenue and profit targets.

💎 D2C Subscriber Retention

Built AI models to forecast and map user behavior tied to lifetime value, applying learnings to the overall UX to prioritize these behaviors across multiple cohorts resulting in a 1-2% reduction in churn.

💎 New Revenue Growth

Driver of new revenue while maintaining core; example: launched March Madness Live as an early D2C business driving \$150M in incremental revenue without impacting linear growth.

💎 Cost Optimization Achievement

Consolidated data teams and infrastructure at WBD resulting in improved intelligence and annualized savings of \$60M.

EDUCATION

B.S. in Business Administration

University of Colorado

📍 Denver, United States

SKILLS

Executive Leadership		
Culture Evangelist		Digital Strategy
D2C	Fan Engagement	Ecommerce
ML/AI	P&L Management	
Product Innovation		Product Strategy
Tech Strategy		Product Management
Data Science		Operational Excellence
Entertainment	Sports	News
Music		