

Lee McMullan

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A video production specialist leading the product management for Ooyala Flex, Media Logistics Platform. With more than ten years experience covering all spectrums of the production process. I ensure the successful launch of industry leading features in addition to complex video workflow deployments with some of the largest media companies, including HBO, ITV Studios, Intel, Sky Sports, among many others. Through a deep understanding of the challenges facing video production teams, with creativity and technical drive, I help usher video operation teams into the new world of media management.

Work Experience

Senior Product Manager (Ooyala Flex - Media Logistics) - October 2015 - Present - Ooyala

Continuing the work started as Nativ, the rebranded Ooyala Flex Platform has been transitioning to a micro-service architecture with an application suite that is powered by a centralised configuration. This provides a truly flexible platform that orchestrates any media operation whether automated or user driven.

- Active PSC and GTM lead, Roadmap owner, keen user focus.
- Successfully brought new product / applications to market from initial concept through to product delivery, selling up to 6 months before the release date.
- Creative lead driving innovation and full product vision. Leading the UX/UI strategy that aligns with the longer term technical and operation goals.
- Working with the R&D team to transform the working methodology to full agile working practices.
- Work closely with the architecture/development teams, providing guidance, feature specifications, designs and regular retrospective reviews to steer progress and release health.
- Key stakeholder in strategic partner management and growth.
- Ran feature workshops alongside roadmap and product training with clients, strategic partners, resellers, analysts and internal stakeholders.
- Working closely with product marketing, sales, sales engineers and solution architects to maintain industry knowledge and commercial health.
- Active DPP member, industry event participate and product evangelist.

Product Owner/Manager - February 2014 - October 2015 - Nativ (an Ooyala Company)

Nativ was a media technology company specialising in enterprise end-to-end media & data management for Linear and VOD distribution business models.

- Concept inception of several new products under the Mio Platform, Reviewer, MAM and Analytics.
- Client / industry consultation to establish business needs and required product solutions.
- Directing engineering on product full requirements and acceptance criteria.
- Internal review and sign-off of feature implementation prior to release.
- Training and demonstration of MioEverywhere (now known as Flex).

Freelance Consultant - October 2012 - October 2013

- Creative direction for the 2013 Gabby Awards in Hollywood, LA. Including the creation of 19 videos for the award ceremony, print material and website / blog.
- Digital design, development and implementation of multiple web and micro-sites.
- Event management, planning, sponsorship development, ticket sales strategy and budget management. Including a runway event during the New York Fashion Week and an Innovation Conference to be held in Toronto spring 2014.
- Crowd source campaigns, perks creations, project updates, supporting video creation and social integration.

Head of Production / Account Director - April 2008 - October 2012 - Quarantine Productions Ltd

- Responsible for all aspects of the company operations, including budget management and staffing.
- Developed all company systems and procedures to maximise company efficiency and ensure year on year growth despite recession.
- Managed all client communications, translating requests/briefs in to relevant internal direction.
- Managed/supervised full production deliverables, including but not restricted to creative concepts, storyboarding, budgets, permits, licenses and production schedules.
- Supervised post-production process and staff ensuring the resulting video quality was to a minimum standard and matched the clients brief; delivered on time.
- Identified additional revenue streams, produced accompanying business plan and set-up structure for trade to commence. In addition, establishing valued added services and up-sell prospects.
- Managed all advert clearances and delivery.

Commercials / Promos / Marketing / B2B Videos (Partial List)

Sample of brands worked with Coca-Cola, Cadbury, Nestlé, Oreo, Orange, LG, EMC, Nintendo, Virgin Media, Samsung, Panasonic, EA Games, Under Armour, Adidas, Corona, Coors Light, Bacardi, Carlsberg, Tuborg, Moët & Chandon, Tia Maria, Lucozade, Pot Noodle.

Digital Producer / Post-Production Engineer - February 2007 - April 2008 - Mytherapy

- Technical Operations on feature length films: Lady Godiva, Mine and Dressing Granite.
- Managing and performing Offline / Online editing, log and capture / conform/ convert media at various frame rates and from various formats on both Avid and Final Cut Pro systems.
- Produced Podcasts for Songlines World Music Magazine using Protools LE 7.

Operations Analyst - July 2006 - February 2007 - Hewlett-Packard / Tyco International

HP onsite managed service representative to ADT Fire & Security. Operations, management, analysis and report of the daily backup process.

Business Sales - October 2004 - March 2006 - British Telecom (BT)

Provide small to medium size companies, business solutions for new and existing telephony challenges. (including mobile and broadband)

Education

Diploma Factual Development and Production: National Film and Television School 2015

BSC (hons) Real-Time Computing (Electronics): University of Westminster 2001 - 2004

Individual project: Design and Implementation of Multi-Stage Sigma-Delta Modulators.

A-Levels: Physics, Computer Science and Sociology.

Skills & Expertise

Business / Management:

Stakeholder Management, Product Owner / Management, Roadmap / Product Vision, Product Analysis, Beta Program, Feature Workshop, UX/UI Design, Agile / Lean Practice, Delivering Sales / Technical Training, Project Management, Production Management, Project Planning & Finance, Social Media Strategy, Digital Development, Business Development, Business Analysis, Account Management, Creative Direction, Brand Development, RFI / RFP, Tender Management, Asset Management, Event Planning, Staffing.

Audio/Video Skills:

Photoshop, Illustrator, After Effects, Final Cut Studio, Final Cut Pro, Avid MC, DVD/Blu-ray Authoring, Pro-tools, Encoding, Live-Streaming.