ALEX MAGHEN

CTO/ CONSUMER TECHNOLOGY CHANGE-AGENT

Los Angeles | 310-926-5443 | alex@maghen.com | www.linkedin.com/in/alexmaghen/

HIGH-VALUE INSIGHT, LEADERSHIP, AND HANDS-ON EXPERTISE

User-centric, forward-thinking CTO and strategic technologist; passionate about building world-class engineering teams and delivering scalable, high-performance platforms for social experiences, media, and entertainment. Success spearheading enterprise-wide digital transformation through keen oversight of product innovation, technology architecture, and platform engineering. Offers expertise in architecting modern, cloud-native infrastructures and leading AI-driven initiatives, including generative AI, personalization engines, and real-time content intelligence. Experience spans mobile and web platforms, digital media streaming technologies, advanced content delivery, and designing immersive, user experience environments that drive engagement, retention, and revenue. Skilled at aligning technology with creative vision, and fostering deep collaboration between engineering, product, and content teams. Passionate about crafting elegant, resilient systems that serve both business objectives and elevate audience engagement. Recognized as a culture-first leader, who attracts top talent, champions innovation, and thrives at the intersection of customer engagement and technology. **And always *FASTER.***

Core Competencies:

- Cross-Functional Team Leadership
- Hands-On Architecture Leadership
- Fast Prototyping & Product Development
- Emerging Technology Foresight and Vision
- AI Product Development & Governance
- Responsible AI-Assisted Software Development
- Consumer-Oriented Architectures & Products
- Mobile Expertise through Extensive Experience
- E-Commerce Platforms
- Connecting Tech Initiatives with Business Goals
- Truly Usable Analytics
- Passion for Developing Organizations & People

PROFESSIONAL EXPERIENCE

TECH TRANSFORMATION CONSULTANCY, Los Angeles, CA **Sept. 2024 – Present**

Driving Consumer-Facing, B2B, and Infrastructure Transformations for several global companies and organizations. Projects have included:

- AI-First, Complete Customer Service Platform Overhaul
- Enterprise-Wide Cloud Migration Strategy, Planning, and Reorganization
- AI-Driven Asset Cataloging & Unified Asset Management Platform for Major TV Production Co.
- Contracted Weekly AI Seminar for Corporate Executives at Major Global Telecom Company

HUSSLUP, Los Angeles, CA **Jan. 2022 – Sept. 2024**

Launched in 2022. An advanced and innovative start-up platform providing the entertainment industry AI-optimized SaaS networking, talent discovery, job search, production staffing, staffing workflow, communications, and industry-specific community features for creative professionals, production companies, and large studios. Corporate partners included: *Warner Bros. Discovery*, *NBC/Universal*, *AGBO*, and others.

Chief Technology Officer / Co-Founder

Responsible for all aspects of the company's technology organization, management, and product development. Oversaw product roadmap and go-to-market tech strategy combining talent-facing and B2B tools and platforms. Crafted product definition as well as all aspects of technology architecture, including very heavy emphasis on

AI platforms to provide sharply-efficient and cutting-edge customer engagement, employment opportunity referrals, and data/content management. Directed an engineering and product development staff (internal and outsourced) of 18.

- AI Credits Management ["AI Credit Line"]: AI-driven Film & TV Credit packaging and verification system.
- AI Staffing Platform ["AI Staffing Rosters"]: Deeply integrated AI-driven staffing platform for hiring, budgeting, and onboard scheduling drawing from HUSSLUP userbase and 7 other services.
- AI Script Review ["AI Greenlight"]: Platform trained on thousands of existing successful – and unsuccessful – scripts in terms of acceptance by studios and ultimate consumer approval to build a highly accurate model for guiding writers in terms of plot-line, character development, etc.
- AI Story Sales Tools ["AI Log-Line"]: AI-driven platform to develop project sales materials for a partial or complete script. Outputs included: Elevator Pitch Script, Log-Lines, Storyboards, Synopsis, Market Assessment, One-Sheet Artwork. Premium.

WARNERMEDIA, INC., Los Angeles, CA **Jan. 2014 – Nov. 2022**

The leading global media and entertainment conglomerate that created and distributed premium content across television, film, gaming, and digital platforms.

SVP Digital Product, Platforms & Engineering and Head of Enterprise Architecture

Defined and led digital product strategy and technology direction across enterprise-level initiatives, including the development and execution of the technology roadmap, architecture, and engineering practices aligning with long-term business goals. Spearheaded consumer intelligence and data platform initiatives**,** enabling data-driven decision-making across the organization. Oversaw critical media supply chain and metadata management systems, as well as revenue-generating B2B platforms powering TV and OTT streaming partners including *HBO Max*, *Amazon Prime Video*, and *Netflix*. Led a global engineering organization of 500+ staff across Burbank, New York, Atlanta, and London, with nine direct executive reports**.** Accountable for a $30M annual budget**.** Reported directly to the Chief Digital Officer; acted as a key member of the executive leadership team influencing corporate technology vision and innovation strategy.

- Directed and guided radical transformation of the technology architecture, standards, and development processes, resulting in erasing 25 years of inefficiency and technical debt; dramatically reducing operating cost, and laying the smooth and seamless groundwork for the company's ability to iterate on AI integrations to solve massive operational and delivery challenges.
- Architected and guided broad and deep modernization of engineering organization's technical skillsets related to cloud, e-commerce, privacy/security, modern application frameworks, analytics, and AI platforms for improved data and content operations automation.
- Implemented AI technologies for captioning, piracy management, security, consumer data analysis, and early-stage content generation resulting in significantly higher efficiency, 60% cost reduction, and a 75% optimization in turn-around time.
- Recrafted /simplified consumer, B2B, and structure applications from 1,000+ separate systems and platforms to less than 100, reducing cost by +$4M/year, and vastly improving diverse enterprise applications platform (EAP) efficiency and security.
- Optimized application infrastructure and operations: Guided strategy, planning, and operations infrastructure for all aspects of technology operations across Warner business units including establishment of support models, and large-scale transition to the public cloud, operations budget management, and 3rd-party platform and operations management.

GRINDR MOBILE DATING, Los Angeles, CA **Sept. 2011 – Jan. 2014**

Chief Technology Officer

Joined the founder in early stages and transformed the architecture, development, product process, and organization to support explosive growth, platform flexibility, security, and tiered subscription model.

ADDITIONAL EXPERIENCE

MYSPACE, INC., Los Angeles, CA **March 2009 – Aug. 2011**

Chief Technology Officer

Responsible for all aspects of technology, tech strategy, architectural direction, engineering organizational structure and management initiatives integral to product delivery and business strategy. Oversaw an organization of over 1,000 and an operational budget exceeding $150M. 11 direct executive reports and reported to the CEO.

VENTURE CAPITAL TECHNOLOGY CONSULTANT **May 2004 – March 2009**

Provided critical assessment, product-strategy direction, architecture, and technology operations management direction insights to a series of start-ups by request of several large venture capital firms, including Star Capital, Gemini Partners, Jerusalem Venture Partners.

YAHOO MUSIC UNLIMITED / LAUNCH MEDIA, Los Angeles, CA **Aug. 2000 – April 2004**

Chief Technology Officer, Head of Production & Technology

MTV NETWORKS / NICKELODEON / VIACOM, New York, NY **May 1995 – July 2000**

Chief Technology Officer (and numerous technology roles at Nickelodeon and Viacom)

AT&T CORPORATION, New York, NY **Sept. 1991 – May 1995**

Director of Content Software Development Interactive Television Projects

EDUCATION

Graduate Program in Interactive Telecommunications **1991**
New York University, New York, NY

Bachelor of Mathematics, Computer Science & Engineering **1990**
Drexel University, Philadelphia, PA