# Lawrence H. Leach

LinkedIn

**Sr. Director, Software Engineering – NBCUniversal / Peacock** (Universal City, CA)
09/21 – Present

I manage the international development efforts of the Core Video SDK (CVSDK) for Android, iOS and Roku platforms for the Peacock streaming service. The CVSDK is responsible for all content playback for Peacock. Working closely with external client teams, I am responsible for managing all aspects of development and delivery. Responsibilities include ownership of the strategic engineering roadmap.

- Lead a team that is spread across multiple European and Asian countries.
- Lead the development of a video streaming player that serves ~2B streams a day.
- Significantly increased Peacock revenue for live content through initiatives such as Live Video Pre-roll advertising.
- Maintain a consistent and predictable release calendar for all Mobile and Roku teams.
- Responsible for the migration to Jira across all player teams.
- Oversee the agile scrum processes for each team.
- Tracking and acting on player KPIs.
- Driving improvements in top-level video start time and playback failures.
- Management of product requirements across video playback services.

**Director, Software Engineering – Hulu / The Walt Disney Co.** (Santa Monica, CA)
11/17 – 09/21

Reporting directly to the VP, Engineering – Digital Ad Platforms, I worked very closely with Product Management and Senior Leadership to develop the roadmap for Hulu ad products and features.

- Helped drive revenues of $1B in direct advertising sales for the first time in Hulu's history in 2018
- Led the Advertising Applications the team to help the direct ad sales pipeline deliver $2.2B in annual revenue in 2020
- Built and launched Hulu Ad Manager (HAM) – Hulu's self-service portal used by small-to-medium sized businesses to manage their own ad buys
- Drove $5M is sales through for the first year of HAM
- Established the direct sales and self-service campaign management pipeline
- Managed a team of ~45 Engineers, Tech Writers, Quality Engineers and Architects across 5 teams
- Responsibilities include developing many of the technologies used to drive the Viewer-first Advertising Products being launched by Hulu
- Drove the Ad Applications Engineering effort to redesign the campaign domain model

**Sr. Engineering Manager – Victorious, Inc.** (Santa Monica, CA)
7/14 – 11/17

As a hands-on engineer and manager, worked very closely with my teams to develop key features and functionality for the Victorious application platform.

- **Victorious Application Management System (VAMS):** Automated system that enabled Victorious to compile and submit multiple native applications (Android and iOS) to their

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respective app stores.

- **Live Broadcast Streaming:** Established and manage the team responsible for the integration of Live video broadcasting into our application platform.

- **Front-end Engineering:** Responsible for migrating the front-end web development stack from Backbone.js to a React.js/Redux.

- **iOS Engineering:** Responsible for the staffing and management of the iOS engineering team. Additional responsibilities include code reviews, architectural decision making and minor code development. (Usually prototype / proofs of concept development)

**Sr. Software Engineer – OpenX, Inc.** (Pasadena, CA)
6/13 – 7/14

Responsible for development and maintenance of the OpenX Mobile SDK for iOS.
- Built the VAST v3.0-compatible video player integration
- Integration of MRAID v2.0 functionality into mobile SDK
- Implemented code review process
- Responsible for extensive code clean up

**Chief Technology Officer – Alliance Acquisitions, Inc.** (Los Angeles, CA)
4/10 to 6/13

Alliance Acquisitions was a small Los Angeles-based venture capital fund focused on entertainment products and services.

- Created the platform by which many of our entities could build their applications upon.
- Established a development environment complete with Dev, Staging and Production environments that included a deployment solution.

**Chief Technology Officer – WebSight Design, Inc.** (Sausalito, CA)
7/02 to 1/10

- Led all aspects of technology and engineering design and development
- Directed company's technology base, determining programming languages as well as development frameworks
- Management of all development staff (full-time and contractors)
- Drove company innovations towards development efficiencies and entering new business areas  i.e. Mobile development, B2B and B2C categories

**VP, Product Development – Capacity Technologies, Inc.**

10/00 to 01/02

**VP, Web Development, Content & Production – Scour.com, Inc.**

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08/99 to 09/00

**Director of Production – eToys, Inc.**

2/98 to 8/99

**Online Producer – The Walt Disney Company - Disney Interactive**

3/96 to 2/98

**Manager of Technical Operations - Time Warner Inc. - The Palace**

5/95 to 3/96

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## Professional Affiliations

- AfroTech – Speaker (Viewer-First Advertising)
- Blacks in Technology – Speaker / Panelist
- Founding member of Vibranium Affinity Group at Disney
- Board member of Hulu Black employee resource group
- Founding member of Melanin+ employee resource group
- Founding member of the Diversity & Inclusion Council for DMED
- Black Data Processors Association / Greater San Fernando Valley (BDPA/GSFV) Member since 1992

## Key Achievements & Recognition

- 2000 Communication Arts Interactive Award
- 1998 Fisher-Price Inside Sales award for work done on the eToys.com web site
- Received the *USA Today On-line HotSite of the Day* award for April 24th 1996. This was the first online award the Walt Disney Company received.
- Panelist at the 2009 Billboard / SESAC Songwriters Boot-camp on New Media (http://www.sesac.com/Events/Event_News_Details.aspx?id=968)
- Previous organizer for the Los Angeles / Pasadena chapter of CocoaHeads (http://www.meetup.com/CocoaHeads-Pasadena)

## Education / Training

- Pierce Community College - Woodland Hills, CA
  Major: Computer Science
- Big Nerd Ranch iOS Bootcamps

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