

MICHAEL C. ROBINSON

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BUSINESS STRATEGY MANAGER

BRANDING STATEMENT

Highly skilled and results-driven professional with significant experience leading complex projects and delivering successful outcomes for major media and entertainment companies. Strong expertise in project planning, resource allocation, and team collaboration. Consistently strive to drive innovation and achieve business objectives with combined experience and education in audio engineering technology, business strategy, and entertainment ecosystems.

KEY EXPERTISE

Project Management	Broadcast Production	Technology Management
Network Engineering	Strategic Partnerships	Audio Engineering
Business Analysis	Process Improvement	Cross-Functional Team Leadership

TECHNICAL SKILLS

Axia audio, Dalet OneCut, CISCO routers/switches, Harris automation, Nexio servers, Avid ISIS, iNEWS, Digital Signal Processing, AUTOCAD, UNIX, C++, HTML, SAN/NAS storage, MPEG-2, MPEG-4, Quicktime, Miranda iControl, Dalet Amberfin iCR, Adobe Creative Cloud, Final Cut Pro, Aspera, Signiant, Baton, Rhozet, Red Hat, Quantum StorNext, Pro Res, Windows OS, Mac OS, Linux, CentOS, Pro Tools, Digital Audio Workstations, Tableau, Google Sheets, Smartsheet, Power BI

PROFESSIONAL EXPERIENCE

PROJECT MANAGER, The Walt Disney Studios | June 2021 – June 2023

Led and managed cross-functional teams in the successful delivery of engineering architecture projects, ensuring adherence to project scope, timeline, and budget. Defined project objectives, deliverables, and success criteria, and guaranteed alignment with business goals. Monitored project progress, tracked key milestones, and communicated status updates to stakeholders with a focus on transparency and timely issue resolution.

- Achieved transfer rates 20% above studio expectations by initiating data migration prior to due date for a significant content migration project.
- Evaluated proof of concept (POC) for on-premise and cloud storage products, delivered content security across multiple studio teams, and upgraded network infrastructure hardware for lab environments.
- Ensured 90% accuracy of Smartsheet and PowerBI dashboard data.
- Deployed security software across all studio banners with minimal impact to workflow.

TECHNICAL PROJECT MANAGER, Insight Global | July 2020 – June 2021

Managed daily operational projects for Walt Disney Studios with a focus on supporting production technology initiatives. Planned and tracked weekly schedules for Production Technology Architecture Systems (PTA) engineering team to ensure timely completion of project milestones. Identified and mitigated project risks, and revised schedules to minimize impact on project deliverables.

- Built a strong work-from-home infrastructure that allowed editors to work efficiently and effectively during the COVID-19 pandemic.
- Achieved real-time content review with minimal delay to production schedule by initiating a project to deploy software for viewing daily production content remotely.

STUDIO PROJECT MANAGER, Diversified/NFL Media | August 2019 – March 2020

Oversaw the project lifecycle from initiation to closure for a new studio build project. Managed vendors for all studio project consultants including architecture, set design, fabrication, and lighting. Liaised with the City of Inglewood Community Development division to ensure a shared understanding of project goals and expectations.

- Successfully managed a \$23M budget for a studio build adjacent to the SoFi stadium.
- Completed project according to timeline by successfully tracking studio build progress in collaboration with stakeholders.

PROJECT MANAGER, GLOBAL MEDIA OPERATIONS, NBC Universal | February 2018 – November 2018

Conducted data analysis and business intelligence for localization and global distribution of DreamWorks Animation (DWA) content. Completed feature, episodic, shorts, specials, and bonus material content distribution requests for internal and external clients including NBCU Television Distribution, Netflix, Hulu, DirecTV, and in-flight entertainment for domestic airlines.

- Localized DWA content for distribution in more than 45+ global markets by collaborating with internal stakeholders and external vendors.

DIRECTOR, BROADCAST MEDIA & OPERATIONS, American Public Media, Marketplace | May 2015 – May 2017

Led departmental vision, strategic planning, budgeting, and administration for Los Angeles, New York, and Washington D.C. bureaus of Marketplace.

- Hired team of 15 Audio Engineers and Technical Directors to support successful daily production operations.
- Increased daily studio production by 25% by serving as lifecycle project manager for the Dalet OneCut implementation.

ADVANCED BROADCAST IT SYSTEMS ADMINISTRATOR, Turner | October 2013 – April 2015

Managed end-to-end project lifecycle for the Adobe Creative Cloud system implementation for TBS, TNT, TruTV, and Cartoon Network. Researched, tested, and implemented Quantum StorNExt File System for Turner Entertainment Networks.

- Optimized network infrastructure performance by 15% by coordinating vendor service level agreement hardware and software upgrades.
- Ensured minimal impact to existing workflow by scheduling maintenance window(s) to deploy software after extensive testing in collaboration with the engineering Project Manager.

ADDITIONAL EXPERIENCE

Manager, Broadcast Engineering | 21st Century Fox

Engineer | NBC Universal, KNSD

Consultant, Broadcast Systems Engineering | DIRECTV

Network Engineer II/Supervisor | Sprint

EDUCATION & PROFESSIONAL DEVELOPMENT

Project Management Certification, University of California Irvine | Irvine, CA *Expected June 2024*

Master of Business Administration, University of Southern California – Marshall School of Business | Los Angeles, CA

Bachelor of Science in Music Engineering Technology, Minor in Electrical Engineering, Hampton University | Hampton, VA

PROFESSIONAL ENDORSEMENT

James Seckler

Senior Manager, Program Management and Enabling Tech at The Walt Disney Company

June 7, 2023, James managed Michael directly

Michael worked for me in a Project Management capacity for over 2 years. His role was to support the Studio Technology Systems and Storage Architecture team - whose purview was to evaluate, test and deploy infrastructure solutions for complex user and technical workflows. Michael grew considerably in this role - always striving to improve his technical knowledge and his project management skillset and acumen. He fostered great relationships with the engineers in order to ensure focus was on the most important priorities in a rapidly changing environment. It is my pleasure to provide a recommendation for Michael as he embarks on his next set of opportunities and challenges.