

Matthew Engler

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Summary

Director-level Product Manager | 10+ years shipping streaming, CTV & mobile products across NBA, Tubi, & Paramount
Known for strengthening platform foundations, aligning cross-functional teams, and delivering under live-event deadlines. AI-native operator who builds prototypes and automates workflows to accelerate discovery and delivery.

- Scaled streaming products from zero to hundreds of thousands of concurrent users across sports, AVOD, and kids
 - Built Claude Code prototype adopted by senior NBA leadership as foundation for reimagined mobile experience
 - Grew revenue and engagement through cross-platform distribution, onboarding, and partner integrations
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Experience

National Basketball Association

2025 - Present

Senior Technical Product Manager, Direct-to-Consumer Products

Leading cross-functional streaming product strategy across NBA & WNBA digital platforms

- Launched WNBA CTV app by start of season supporting hundreds of thousands of concurrent users at launch
- Built AI prototype adopted by leadership as foundation for a reimagined NBA mobile experience
- Brought in to rescue a behind-schedule web platform migration, leveraging cross-team alignment to deliver on time
- Drove multi-quarter roadmap planning for WNBA app launch, aligning teams on priorities, dependencies, & releases
- Built AI agents automating Jira workflows & story generation, reducing delivery overhead for engineering squads

Tubi, Inc.

2023 - 2024

Product Manager II, Platform Partnerships & Operations

Owned cross-platform distribution strategy across major CTV ecosystems, driving growth, monetization, & partner strategy

- Grew revenue 2.23% and 5-minute conversion 19.1% by redesigning cross-platform onboarding and registration flows
- Launched Verizon FiOS app, acquiring 400K+ viewers in first 6 months and expanding multi-device distribution
- Led Tubi rebrand rollout across 25+ platforms, aligning launches and partner platform requirements
- Increased Fire TV Live Tab traffic & revenue 20% by tripling channel coverage & aligning strategy with Amazon

Paramount Global

2014 - 2023

Product Manager, Fan Experiences

Owned multi-year roadmap strategy for Nick's flagship app, strengthening platform foundations and cross-team execution

Promoted multiple times from associate to senior-level ownership and ultimately Product Manager for the flagship Nick App

- Increased engagement 18% and added 5.5M monthly minutes by relaunching games and redesigning core UX
 - Restored app rating to 4.0+ by rebuilding games discovery and improving UX, adding \$250K ad revenue
 - Drove 1.5M pre-registrations for Super Brawl Universe through F2P launch & onboarding strategy
 - Partnered with UX research and player insights teams to refine discovery, onboarding, and engagement
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Education

Ben-Gurion University of the Negev | **Master of Arts**, Middle Eastern Studies

New York University - Tisch School of the Arts | **Bachelor of Fine Arts**, Film Production and Middle Eastern Studies

Skills

Product & Strategy: Platform Strategy, Roadmapping, Cross-Functional Leadership, Identity & Entitlements

Streaming & Platforms: CTV, Mobile Apps (iOS/Android), AVOD/SVOD, DTC, Live Streaming, MVPD Ecosystems

Growth & Engagement: Onboarding Optimization, Monetization Strategy, ASO, Experimentation, Viewer Engagement

AI & Tools: Claude Code, Cursor, AI Prototyping, Jira, Amplitude, Figma, Notion