

JONATHAN GOLDNER

Senior Director of Product | Platform, Infrastructure & Media

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SUMMARY

Product leader with 15+ years in product management and a decade before that in digital editorial operations. At Paramount Global I owned product strategy and delivery across 200+ consumer-facing properties on iOS, Android, and web, running continuous CI/CD releases with multi-quarter roadmaps and zero-to-one product launches. I've managed product managers directly, led cross-functional teams across time zones. I build with AI hands-on and ship real products because understanding how things get made makes me a sharper partner to the engineering teams who build them at scale.

Platform Governance & Reliability • CI/CD & Release Management • Agile Product Ownership • Zero To One Product Launches • Privacy & Compliance (COPPA/GDPR/CCPA) • Content Discovery & Search • A/B Testing & Experimentation • Cross-Platform Delivery (iOS/Android/Web/Roku/Android TV) • PM Team Leadership & Development • Executive Stakeholder Communication • Portfolio & Roadmap Management • Personalization • User Insights

PROFESSIONAL EXPERIENCE

PARAMOUNT GLOBAL — New York, NY

Senior Director, Global Product

January 2020 – October 2025

Senior Director, U.S. Editorial Product

January 2015 – January 2020

Senior Director, MTV News

January 2012 – December 2014

- Owned global product strategy and delivery for a portfolio of 200+ consumer-facing websites across MTV, Comedy Central, Nickelodeon, Paramount Network, and South Park — supporting continuous CI/CD releases with 2-week sprint cadences and multi-quarter roadmaps.
- Rebuilt credibility as an individual contributor after voluntarily transitioning from leading a team of 8–10 at MTV News into a PM role, then re-assumed people management when our VP layer was eliminated, directly managing 2–3 PMs while advocating to place direct reports with other teams when organizational fit outweighed personal span of control.
- Reduced sprint rollover by approximately 90% by reinstating core Agile rituals — refinement, estimation, and backlog readiness — across multiple scrum teams.
- Led large-scale editorial catalog migrations and 1:1 redirect strategies across approximately 2–3 million URLs, preserving SEO rankings while modernizing legacy content infrastructure spanning more than a decade of archived programming.
- Drove Core Web Vitals remediation across the full 200+ property portfolio as part of a concurrent site-by-site relaunch, improving scores from a range of Poor-to-Good across all metrics, with Cumulative Layout Shift (CLS) reaching nearly zero across properties.
- Owned web tracking across 200+ properties via Adobe Launch, including subscriber funnel implementation for BET+ SVOD product. Built conditional data layer logic to distinguish new trial-eligible users from returning subscribers and trigger precise marketing pixels at each activation stage.
- Directed digital re-platforming of MTV News, increasing daily page views from ~300K to 1M immediately post-launch, scaling to sustained peaks of 3–5M views per day.
- Eliminated an entire manual digital production layer by migrating to WordPress-based authoring — enabling direct publishing by editorial staff, reducing time-to-market by 50%+, and improving content velocity without sacrificing quality.
- Inherited a broken GDPR program after the ViacomCBS merger and executed end-to-end privacy remediation across 200+ properties, including two CMP platform migrations (Evidon to OneTrust to Ketch), re-architecting consent from binary opt-in to category-based UX, and owning COPPA compliance for all U.S. kids-directed properties. Drove alignment across legal, engineering, business stakeholders, along with a

central privacy tech team across multiple regulatory deadlines with zero audit findings or regulatory penalties across all jurisdictions.

- Drove audience strategy through quarterly executive business reviews, shifting focus from acquisition to consumption optimization after reaching ~1M daily users — resulting in sustained engagement growth across the portfolio.
- Guided delivery of high-profile live-streaming events and tentpole moments including VMAs, BET Hip Hop Awards, CMT Music Awards, and major artist premieres.

EARLIER EXPERIENCE

MTV News — New York, NY

Director of Operations | Senior Producer | Producer | Associate Producer

A decade in digital news operations — progressing from Associate Producer to Director of Operations — built the editorial instincts and operational discipline that underpin my product career. Led day-to-day execution for high-volume news publishing, live event coverage, video workflows, and multi-platform distribution. Partnered closely with Engineering, Design, and Analytics to operationalize new tools and platform capabilities. This foundation of understanding how editorial teams actually work, what breaks under pressure, and how technology either helps or gets in the way, is what distinguishes my approach as a product leader.

INDEPENDENT PROJECTS

- Shipped three AI-powered browser extensions available in both the Chrome and Firefox stores. Applied vibe coding techniques to build tools that assist without overriding user control, reflecting a deliberate product philosophy around user agency. Currently developing an iOS app.
- Identified a gap in summer camp health form workflow and created [SmoreForm.com](https://smoreform.com) in under 24 hours as a client-side PDF generator with deliberate zero-data-retention architecture to avoid HIPAA exposure.
- Volunteering with a local youth soccer league by coaching and rebuilding their website to house info for 36 teams. Prototyping in Lovable, with planned delivery via GitHub, a lightweight CMS, and low-cost hosting.

EDUCATION & CERTIFICATIONS

Tufts University — Bachelor of Arts, English & Communications

Certifications

- Claude Code For PMs, Product School (2026)
- Vibe Coding, Product School (2026)
- AI Evaluations, Product School (2026)
- AI Prototyping, Product School (2026)
- AI Product Management, Product School (2026)
- Product Thinking For News, Newmark Graduate School of Journalism (2017)
- Certified Scrum Product Owner, Scrum Alliance (2016)

Technical Proficiency

Jira ▪ Confluence ▪ Adobe Analytics ▪ Chartbeat ▪ Parse.ly ▪ Domo ▪ Tag Management ▪ Core Web Vitals ▪ CI/CD Pipelines ▪ AWS (working knowledge) ▪ Agile/Scrum ▪ BDD