

JOSEPH AKBRUD

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SUMMARY

Senior product leader with 16+ years scaling revenue-generating platforms across OTT subscriptions, ad-supported video, and creative AI. Built and shipped generative AI capabilities into core product surfaces, delivering lifts in adoption, engagement, and NPS. Have owned the tooling that frontline teams rely on daily — shipping AI-assisted workflows that cut response times and ticket volume while keeping the humans who use them productive, not replaced. Shipped multiple consumer apps solo to determine when and how agentic tools can be used to assist with development, and where they get in the way.

SKILLS

Generative AI (LLM productization—guardrails, evals, ranking/decisioning) | Multi-sided platforms & funnel performance (acquisition → activation → retention) | Hands-on AI prototyping—shipping functional demos solo with agentic build tools (Replit, v0, Google AI Studio) | Pricing, churn/LTV, monetization (SVOD/AVOD) | Experimentation & lifecycle analytics | PLG (Gainsight PX/CS) | Product strategy, OKRs, systems diagnostics | Player-coach leadership

EXPERIENCE

Independent iOS Developer

Feb 2026 - Present

- Shipped three consumer iOS apps solo — using agentic build tools (Replit, Claude): Fish Right NY (fishing regulations reference), HeadAura (migraine tracker with HealthKit integration and doctor-ready exports), and DayGlow (outdoor-time habit tracker with HealthKit sync). All fully offline/local, no accounts, no telemetry
- Tested where AI-assisted development assets with delivery (scaffolding, UI, HealthKit integration) versus where it doesn't (edge cases, offline reliability, UX, App Store review). This now informs how I scope and staff AI-assisted roadmaps

Vidmob, New York, NY

Apr 2021 - Oct 2025

Creative analytics and Generative AI platform

Senior Director, Product

Jan 2024 - Oct 2025

- Embedded AI-driven chatbots into customer support workflows — designed alongside the support team that used them daily, not around them — cutting response times by 12% and reducing overall ticket volume by 50%
- Spearheaded DSP integrations with The Trade Desk and Yahoo DSP, owning the technical research, API evaluation, and spec, unlocking CTV inventory and embedding creative performance directly into programmatic workflows
- Embedded generative AI into core product surfaces—ranking, scoring, and creator workflows including Adobe Suite plugins—shipping with guardrails and evaluation loops; drove growth in activation and engagement
- Established Product-Led Growth foundations: implemented Gainsight, owned in-app messaging and experimentation

Director, Product Management**Apr 2021 - Jan 2024**

- Led the product management organization (5 direct PMs); mentored 9 PMs and established delivery rituals across Product-Design-Engineering
- Launched Creative Scoring from concept to GA, establishing it as a core pillar of the suite and a meaningful revenue contributor
- Scaled Product and Support teams; rolled out Scrum/Agile training org-wide, improving execution discipline and stakeholder alignment

Meredith, Associate Director, Product Management, New York, NY**Jan 2018 - Apr 2021**

- Owned the video product roadmap across 41 brands as a multi-sided system (audiences, advertisers, editorial supply); diagnosed performance end-to-end and drove coordinated action contributing to a 45% YoY lift in video views
- Drove distribution and engagement initiatives during a record year; in December 2020, Meredith reported 472M video views (+10% YoY) and sessions up 13% YoY
- Owned the subscription lifecycle for SI TV end to end — pricing, acquisition channel strategy, and platform expansion across Amazon, Apple TV, and Roku
- Led portfolio-wide migration of the video stack and a new player relaunch

BAMTech, Business Manager, Partner Solutions, New York, NY**Sep 2016 - Dec 2017**

- Managed high-profile sports streaming partnerships (PGA Tour Live, MLS Live); coordinated cross-functional teams to deliver season-critical releases
- Owned PGA Tour Live as a two-sided business—balancing rights-holder commitments and subscriber outcomes—and ran the full funnel from acquisition through reservation, activation, and retention
- Delivered recurring performance readouts to internal and partner leadership (subscribers, churn, engagement, revenue) to guide investment decisions

CBS News Digital, Product Manager, New York, NY**Aug 2011 - Sept 2016**

- Led major site and OTT app launches that supported CBSN's growth trajectory; in 2016, CBSN logged 227.9M streams in the first 11 months, +207% YoY
- Launched OTT apps on Android TV and Fire TV; expanded distribution, increased watch time, and grew ad-supported revenue
- Drove continuous UX/performance improvements across article, video, and homepage experiences; reduced page load times and increased engagement

CBS Interactive, Associate Product Manager, Community, New York, NY**June 2010 - Aug 2011**

- Managed CBS News' social presence across major platforms, driving growth in audience and referral traffic
- Trained editorial teams in digital and social best practices, improving publishing consistency, time-to-publish, and engagement quality

EDUCATION**HUNTER COLLEGE, NEW YORK, NY — BACHELOR OF ARTS**