

# SHAWN SNIDER

## Product Management & Engineering Executive | SaaS, Cloud & Media Technology

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### EXECUTIVE SUMMARY

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Emmy Award-winning product management and engineering executive with 19 years turning complex customer problems into scalable products, platforms and businesses. Progressed from software developer and architect to full P&L leadership of a nearly CAD \$40M portfolio and a 160-person global organization, including approximately 120 engineering professionals across 9 countries. Combines product vision, portfolio strategy, engineering execution, customer discovery, cloud and SaaS operations, go-to-market leadership, M&A integration and organizational development. Built products from whiteboard concept to multimillion-dollar revenue while delivering company-leading quality, predictability and customer outcomes.

### CORE COMPETENCIES

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Product Strategy & Vision • Portfolio Management • Engineering Leadership • Product Discovery & Customer Insights • Roadmaps & Prioritization • Product Operations & Delivery • Cloud & SaaS Strategy • Platform Strategy & Architecture • UX & Design Leadership • Pricing, Packaging & Go-to-Market • P&L & Growth Strategy • M&A Due Diligence & Integration • Organizational Design • Executive Communication • AI-Assisted Product Development • Newsroom, Live Production & Media Workflows

### PROFESSIONAL EXPERIENCE

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**Ross Video** | Ottawa, ON (global teams)

*World leader in live video production technology for broadcast, news, sports, and live events.*

#### Vice President, Production Workflow & Cloud Services

Jan 2018 – Jun 2026

General manager of a global product and engineering business with full P&L accountability for product management, engineering, sales, marketing, business development, cloud operations and customer support.

- Scaled annual revenue from approximately **CAD \$5M to nearly CAD \$40M** while expanding the portfolio into a broad suite of newsroom, media-workflow and live-production products. The portfolio was one of the company's **highest-margin businesses** and was tracking at **nearly 120% of year-to-date quota** when the role ended in June 2026.
- Led **160+ employees at peak** across software development, product verification, cloud operations, computer platform design, technical writing, product management, business development, customer support and other functions, including **approximately 120 engineering professionals in 9 countries**. Direct reports included **one senior director and six directors**, leading a management layer of software managers, technical leads and product owners.
- Created flexible product and engineering operating models using Scrum, Kanban and hybrid approaches, achieving the **best on-time performance among Ross business units for five consecutive years**, the company's **lowest defect and escalation rates**, and **highest measured product quality**.
- Set product, investment and engineering strategy across **more than 11 product lines** spanning production automation, newsroom, end-to-end workflow, asset management, ingest and playout, live replay, video servers, legislative production, storage, and shared cloud and platform services.
- Built products from customer problem and whiteboard concept through architecture, user experience, pricing, launch, sales enablement and lifecycle management. **Incubated and scaled products including Inception, Streamline, Quorum and Indigo**, and re-engineered **Media I/O** from acquired legacy technology into a simplified, web-based ingest and playout platform that became **one of the fastest-growing and most strategically important products in Ross history**.
- Architected the product, technical and operating foundation for Ross's SaaS business, including **cloud infrastructure, automated deployment, security, monitoring, centralized logging**, resiliency, self-healing and operating policies supporting a **contractual 99.99% availability SLA** and internal target.
- Led due diligence and integration for the 2020 acquisition of **Primestream**, a media asset management company, including its XChange product and Media I/O technology. Integrated distributed teams and product strategy while protecting the installed customer base and aligning the acquired portfolio with Streamline.
- Owned **pricing, positioning, packaging, product launches, marketing strategy, sales enablement**, partner relationships and major customer engagements across the portfolio.
- **Keynote speaker at the Ross Video NAB keynote for four consecutive years**, presenting product vision and strategy to more than 1,000 customers, partners and industry executives.

## Director of Product Management, Production Workflow

Feb 2014 – May 2015

- Led product, engineering, technology, marketing and sales strategy for OverDrive (production automation), Inception (newsroom) and Streamline (asset management), uniting customer discovery, roadmaps, architecture, investment priorities and go-to-market execution.
- Managed a cross-functional organization of **more than 25 people** across software development, product verification, product management, marketing, business development and support.
- Owned the **end-to-end product lifecycle** across the portfolio, including customer discovery, experience design, multi-year roadmaps, prioritization, pricing, positioning, launch planning, sales enablement, phase in and phase out, supply chain, and lifecycle investment decisions.
- Expanded OverDrive across **more than 500 customer deployments globally**, interfacing with **more than 250 first- and third-party broadcast systems**.

## Technical / Marketing Product Manager, Production Workflow

Feb 2014 – May 2015

- Owned technical direction, strategy, architecture, and roadmaps across the workflow portfolio, connecting newsroom operations with engineering design and delivery decisions.
- Spearheaded an agile delivery transformation that improved early defect identification and correction by **more than 50%**, reduced release cycles from **18 months to quarterly**, and achieved **near-perfect on-time delivery**.
- Led the 2014 acquisition of **Automated Data Systems** for customer and talent acquisition, including technical evaluation, transition planning and team integration.

## Software Developer / Team Lead – OverDrive & Inception

Apr 2007 – Feb 2014

- Led the Inception engineering team and served as **lead architect of the web technology platform** that became the foundation for subsequent Ross web products and SaaS deployments.
- **Original designer and developer of Inception**, translating newsroom editorial, planning and production workflows into a scalable product that grew into a multimillion-dollar business.
- Designed and shipped more than a dozen major capabilities across OverDrive and Inception, including a complete user-experience redesign for the speed and unpredictability of live television production.

## GamingExcellence | Ottawa, ON

## Founder & Executive Editor (concurrent with early Ross tenure)

Oct 2001 – Jan 2014

- Founded and operated a digital gaming publication, leading editorial strategy, staff and freelance contributors, budgets, marketing and global public-relations relationships.

## SELECTED PRODUCT & PLATFORM LEADERSHIP

- **OverDrive (production automation) and Inception (newsroom):** Led strategy and engineering for OverDrive, one of Ross's most important products, supporting **more than 500 customer deployments** globally and interfacing with **more than 250 broadcast systems**; **original designer and developer of Inception**, grown from early concept into a major newsroom platform generating millions in annual revenue.
- **Streamline (asset management) and Media I/O (ingest and playout):** Incubated Streamline from concept to launch, integrated the acquired Primestream portfolio, customer base and distributed teams into a unified MAM strategy, and rebuilt Media I/O around simplicity and web technologies.
- **Indigo (end-to-end production workflow):** Key designer of Ross's unified production workflow vision, introduced as the NAB keynote "one more thing."
- **Rio / Mira (live replay), Tria (video servers), Quorum (legislative and meeting production) and core platforms:** Executive accountability for strategy, delivery, product quality, customer outcomes and commercial performance; led internal infrastructure for licensing, platform management, orchestration and cloud, and the **Aura React-based framework** used across all corporate web products.

## EDUCATION & CERTIFICATIONS

**Executive MBA (Dual Degree)** | Cornell University (with Distinction) & Queen's University 2022

**Bachelor of Engineering, Software Engineering** (with High Distinction) | Carleton University 2007

Certifications: Pragmatic Institute: Foundations, Launch, Focus (2020) | AWS Certified Cloud Practitioner (2023)

## AWARDS & RECOGNITION

- **Technology & Engineering Emmy Award (2016)**, National Academy of Television Arts and Sciences, for contributions to the MOS protocol, a standard recognized for materially changing how live television is produced, including work on the next-generation HTML5 MOS plug-in specification.
- **More than a dozen industry awards**, including Best of Show honors for Media I/O, OverDrive, Streamline Pro and Quorum, and Project of the Year for the Texas House of Representatives Quorum deployment.