

John Vandall

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Strategic operator, founder, and business development executive with 15+ years of experience driving cross-functional execution across media, streaming, and emerging technologies. Proven track record leading strategic partnerships, operational transformation, AI-enabled automation, and product development from concept through execution. Combines enterprise leadership with entrepreneurial experience building consumer products, leveraging technology to solve complex business challenges and deliver measurable growth.

PROFESSIONAL EXPERIENCE

Director, Distribution Business Development | A+E Global Media April 2022 – Present

- Lead strategic partnerships across major MVPD and vMVPD platforms (Comcast, Dish/Sling, DirecTV, Hulu+Live, Charter) while managing and mentoring a team of 3 direct reports, driving performance and cross-functional execution
- Monitor discoverability of 15,000+ DAI-enabled A+E titles generating \$50M+ annually, leveraging analytics and metadata strategy to improve engagement and monetization
- Identify and evaluate strategic partnership opportunities across traditional and emerging streaming platforms, developing business cases that expand distribution, increase audience reach, and drive revenue growth
- Own the end-to-end partnership lifecycle from opportunity identification and business case development through negotiation, execution, launch, and post-launch optimization
- Structure and negotiate complex commercial agreements including advertising terms, licensing, and product features, aligning with financial objectives and long-term growth strategy
- Review and interpret legal documents, educating cross-functional teams on key terms and evolving definitions to enable new digital opportunities and support business growth
- Lead cross-functional execution across Product, Engineering, Marketing, Legal, and Finance by aligning priorities, managing dependencies, mitigating execution risks, and delivering strategic initiatives from concept through launch
- Drive innovative deal frameworks across SVOD, AVOD, and FAST platforms — including consumption-based and usage-based models — expanding distribution and increasing platform reach
- Develop AI-assisted Python reconciliation tools leveraging third-party APIs to improve metadata quality, content discovery, monetization, and viewer engagement across multiple TV platforms
- Led VOD transport vendor transition within a 4-month timeline, delivering ~\$1M in annual cost savings

Senior Manager, Engineering & Operations | A+E Global Media January 2021 – April 2022

- Led transformation of A+E Asia's global content supply chain through AWS S3 integrations, improving scalability and operational efficiency
- Managed ~\$2M annual AWS spend, performing quantitative analysis to identify cost trends and support financial planning
- Designed Tableau dashboards integrated with JIRA to provide visibility into engineering workflows, sprint performance, and delivery timelines
- Delivered technical training across AWS, SharePoint, and Airtable, strengthening team capabilities and fostering a collaborative environment

International Operations Manager | A+E Global Media June 2018 – January 2021

- Led international operations transformation initiatives, reducing \$1.3M OPEX by 42% through strategic planning and execution
- Developed business cases, P&L analysis, and executive presentations to guide decision-making and secure stakeholder alignment
- Presented innovative digital-linear integration concepts, driving cross-functional collaboration and product experimentation
- Partnered with global stakeholders and vendors to strengthen operational workflows and industry relationships

International Operations Specialist | A+E Global Media

January 2016 – June 2018

- Led cross-functional relaunch of History en Español within 3.5 months, delivering a 14% YoY increase in key demo performance
- Managed strategic distribution initiative with ESPN Deportes, increasing duplication from 29% to 44% and expanding audience reach

Broadcast Operations Coordinator | A+E Global Media

June 2011 – December 2015

- Managed daily broadcast operations across 10 networks, ensuring accurate playlist delivery and real-time issue resolution
- Implemented process improvements that reduced QC redundancy, saving hundreds of hours monthly and increasing efficiency

Production Assistant | Food Network & NBC

June 2010 – June 2011

ENTREPRENEURIAL EXPERIENCE

Founder & Product Architect | DriftTV - In Development

- Architecting a next-generation streaming platform that reimagines traditional linear television through curated channels, modern cloud infrastructure, and AI-assisted content workflows
- Designing and developing the end-to-end platform architecture, including Roku BrightScript application, PostgreSQL, Stripe, MUX, Resend, Railway cloud and other SaaS infrastructure
- Leveraging Claude Code, ChatGPT, and AI-assisted development workflows to accelerate software development, automate repetitive tasks, and rapidly prototype new platform capabilities
- Leading product strategy, user experience, technical architecture, monetization, and go-to-market planning as a solo founder

Founder & Product Designer | MOREPHO

- Conceived, designed, and launched a home improvement planning platform, leading product strategy, UX design, feature prioritization, and end-to-end product execution from concept to release
- Grew the platform to 1,000+ organically acquired registered users across all 50 U.S. states and Canada without paid marketing, demonstrating strong product-market interest through app store discovery and word-of-mouth
- Designed homeowner workflows that simplify renovation planning, project organization, and collaboration throughout the home improvement lifecycle
- Expanding the platform with AI-powered capabilities including project planning, contractor collaboration, automated proposal generation, and renovation visualization

EDUCATION

Bachelor of Arts · University of New Hampshire · Pre Med Studies · History Major · Asian Studies Minor**SKILLS**

Business & Partnerships: Partnership Management · Business Development · Contract Negotiation · Licensing · Financial Analysis · Data Analysis · Cross-Functional Leadership · Marketing Collaboration**AI & Automation:** Claude AI · Claude Code · ChatGPT · AI-Assisted Python Scripting**Development & Platforms:** Roku Developer (BrightScript) · Node.js · PostgreSQL · Next.js · AWS · Vercel · Railway · GitHub**Streaming & Media:** Dynamic Ad Insertion (DAI) · SVOD · AVOD · FAST · Linear Streaming · Direct-to-Consumer (DTC) · Transactional Video on Demand (TVOD)**Analytics & Tools:** Tableau · Jira · Airtable · SharePoint · Power BI**Certifications:** AWS Certified Cloud Practitioner