

SAM LYON

Product Leader | Video Platforms & Streaming Technology

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SUMMARY

Technical product leader with a proven track record of partnering with engineering to launch high-performance video products used by millions. Specialize in the full video delivery pipeline — ingest, encoding, packaging, playback — and in translating deeply technical problems into business-aligned product solutions. At Vimeo owned roadmap and delivery for the core video player and streaming infrastructure, cut annual origin costs \$2M+ with a multi-tiered caching architecture, and shipped low-latency experiences (LL-HLS, WebRTC) across desktop, mobile, and OTT. Background in video production makes me an effective bridge between engineering and creator-facing initiatives.

CORE SKILLS

Video Platform Product Management • Roadmap Ownership (Ingest → Playback) • Streaming Protocols: RTMP, SRT, WebRTC, HLS/LL-HLS, DASH • Encoding: H.264, HEVC, FFmpeg, ABR • CDN & Delivery Economics • Player & Creator Tools • Public APIs / SDKs • Experimentation & Growth Strategy • Technical–Business Translation • Enterprise Customer Engagement

Tools: Jira • Confluence • Notion • Linear • Pendo • Amplitude • Datadog • Figma • GitHub • Aha! • Asana • Smartsheet • MS Project • Salesforce • Zendesk • HubSpot • SQL • Python (scripts) • Git • REST APIs

EXPERIENCE

Vimeo — Senior Program Manager, Product Operations

New York, NY / Remote | 2023–2025

- Led large-scale cross-functional programs across 40+ product managers and 25–30 engineering teams, aligning execution across multiple product lines and shared platform services.
- Designed and implemented a standardized product lifecycle framework — PRDs, estimation models, planning cadences, and release readiness — moving teams from ad-hoc releases to coordinated quarterly and seasonal launch cadences.
- Built and owned Vimeo's end-to-end accessibility program: WCAG 2.2 AA audits across key product surfaces, remediation prioritization with engineering and design leads, and the testing infrastructure that enabled expansion across products and verticals.
- Partnered with Fable Technologies on structured assistive-technology testing with users with disabilities, bringing lived-experience feedback directly into product development.
- Designed and implemented a pre-development accessibility checklist — a formal gate requiring accessibility sign-off before work entered development — shifting the program from reactive remediation to proactive prevention.
- Aligned the program with Legal and Policy on regulatory requirements including CVAA; advised executive leadership on compliance posture and risk exposure.
- Managed and mentored QA specialists focused on accessibility, providing training and support that enabled them to work directly with developers and designers.
- Drove AI and automation tooling into operational workflows, reducing manual reporting overhead and improving visibility into accessibility debt and remediation progress across teams.
- Partnered with Product, Engineering, Legal, Trust & Safety, and Customer teams to deliver EU child safety compliance initiatives under fixed regulatory deadlines.
- Achieved less than 10% variance between forecasted and actual delivery dates once lifecycle systems matured.
- Owned program-level risk management: dependency tracking, mitigation planning, and escalation for compliance-critical initiatives.
- Built and maintained delivery-health and adoption dashboards using Pendo, Amplitude, and Datadog.
- Owned end-to-end delivery of infrastructure and platform projects — API gateway migrations, CDN transitions, internal tooling overhauls — managing scope, schedule, and budget across matrixed engineering and product teams.
- Led vendor coordination across third-party infrastructure, encoding, and SaaS implementation partners — deliverables, timelines, and escalation paths.

Vimeo — Program Manager, Product Operations

New York, NY | 2021–2023

- Established Vimeo's product operations discipline from scratch: delivery frameworks, launch gates, intake systems, and cross-functional rituals for 20+ engineering teams serving 200M+ users.
- Built PMO-equivalent frameworks adopted org-wide — project intake processes, RACI templates, and delivery stage-gate checklists — and migrated teams to structured project tracking in Jira and Confluence.

- Embedded accessibility standards into the design system and component library, ensuring new components met WCAG compliance requirements before adoption across products.
- Led QA coordination for major platform releases across web, iOS, Android, and OTT: test plans, specialist resourcing, and defect triage.
- Developed stakeholder communication cadences for active projects; produced executive summaries, status reports, and risk registers for leadership review.
- Partnered with engineering on change control — assessing scope-change impact on timelines and budgets and securing approvals.

Vimeo — Senior Product Owner, Video Player & Live Streaming

New York, NY | 2017–2021

- Owned the product roadmap for core video player and streaming infrastructure, including captioning, audio description, and accessibility features serving enterprise customers across desktop, mobile, and smart TV surfaces.
- Partnered with engineering to implement a multi-tiered caching architecture that reduced annual origin retrieval costs by over \$2M while improving global playback performance.
- Delivered high-quality, low-latency viewing experiences — WebRTC for real-time interactivity, LL-HLS within the existing HLS stack, alongside DASH — for millions of users.
- Drove product and technology strategy for creator tools, championing WebRTC and near real-time, mobile-first content production.
- Established a data-driven experimentation framework that informed growth strategy and repositioned the product in market.
- Defined accessibility requirements and acceptance criteria for live video products; validated implementations against WCAG standards across device surfaces.
- Introduced structured release management processes that improved launch predictability and reduced last-minute escalations.

Livestream (acquired by Vimeo, 2017) — Release Management Program Manager

New York, NY | 2015–2017

- Built QA and release cadence processes from the ground up — structured, repeatable workflows that improved delivery predictability and reduced release-day risk.
- Led integration of hardware-based live production workflows into Vimeo's cloud video platform following acquisition, delivering with zero downtime.
- Delivered a multi-channel live switching product within one year, managing dependencies across firmware, APIs, and cloud services.
- Coordinated encoder integrations and third-party partner APIs — technical requirements, timelines, and quality expectations.
- Drove development of interactive live features and a public-facing API for custom integrations, enhancing viewer engagement and expanding the creator ecosystem.
- Owned end-to-end release coordination across engineering, QA, and operations: schedules, release gates, and go/no-go decisions for a live platform serving broadcast and enterprise customers.
- Built durable Support–Engineering relationships: shared processes and communication norms that improved escalation and feedback loops.

Blackmagic Design — Technical Product Specialist

Melbourne, Australia | 2012–2015

- Technical product and sales specialist for professional broadcast and video production hardware, working with broadcasters, streaming operators, and post-production studios across Australia and the US.
- Managed release cycles for hardware-adjacent software used in professional live production; validated codec performance, hardware interoperability, and firmware-adjacent behavior.
- Conducted competitive analysis on emerging video formats to inform product strategy; developed testing frameworks for production workflows.
- Translated complex hardware capabilities into clear workflows, documentation, and training for non-technical stakeholders.

EDUCATION

RMIT University

Bachelor of Arts, TV Production | Melbourne, Australia

References and portfolio available on request.