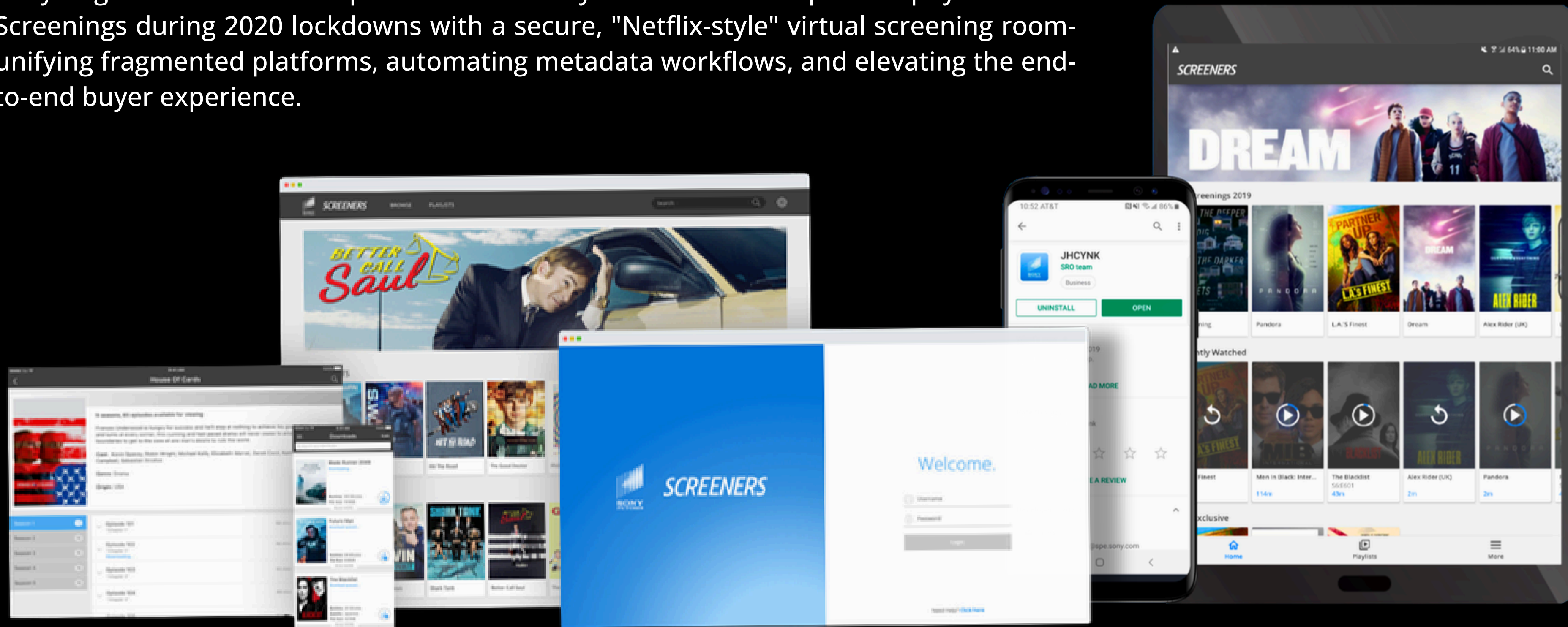


SONY PICTURES CONNECT **ENTERPRISE B2B STREAMING & CONTENT ECOSYSTEM**

\$350M+ Revenue Impact • Architectural Consolidation • UX/UI Modernization

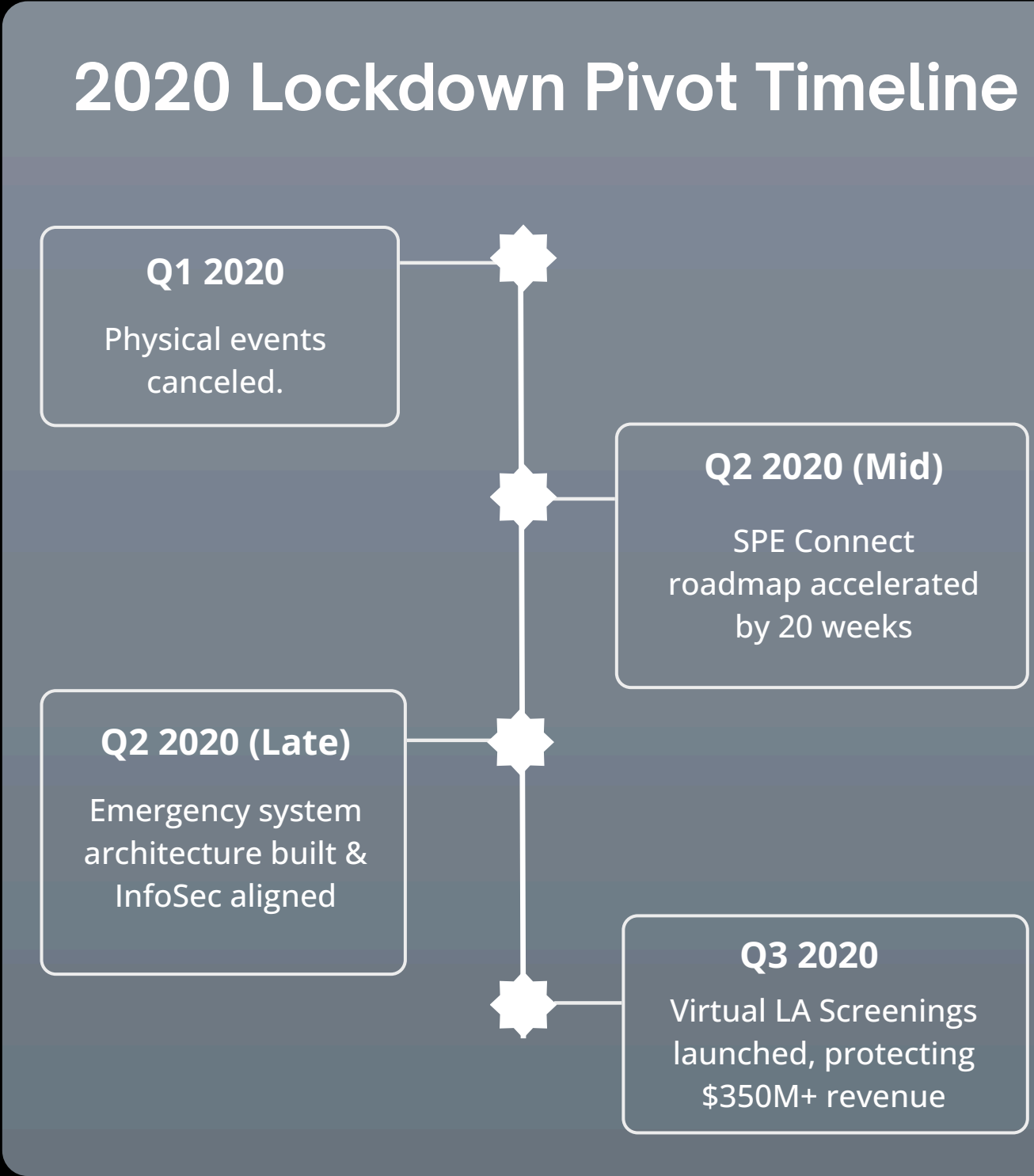
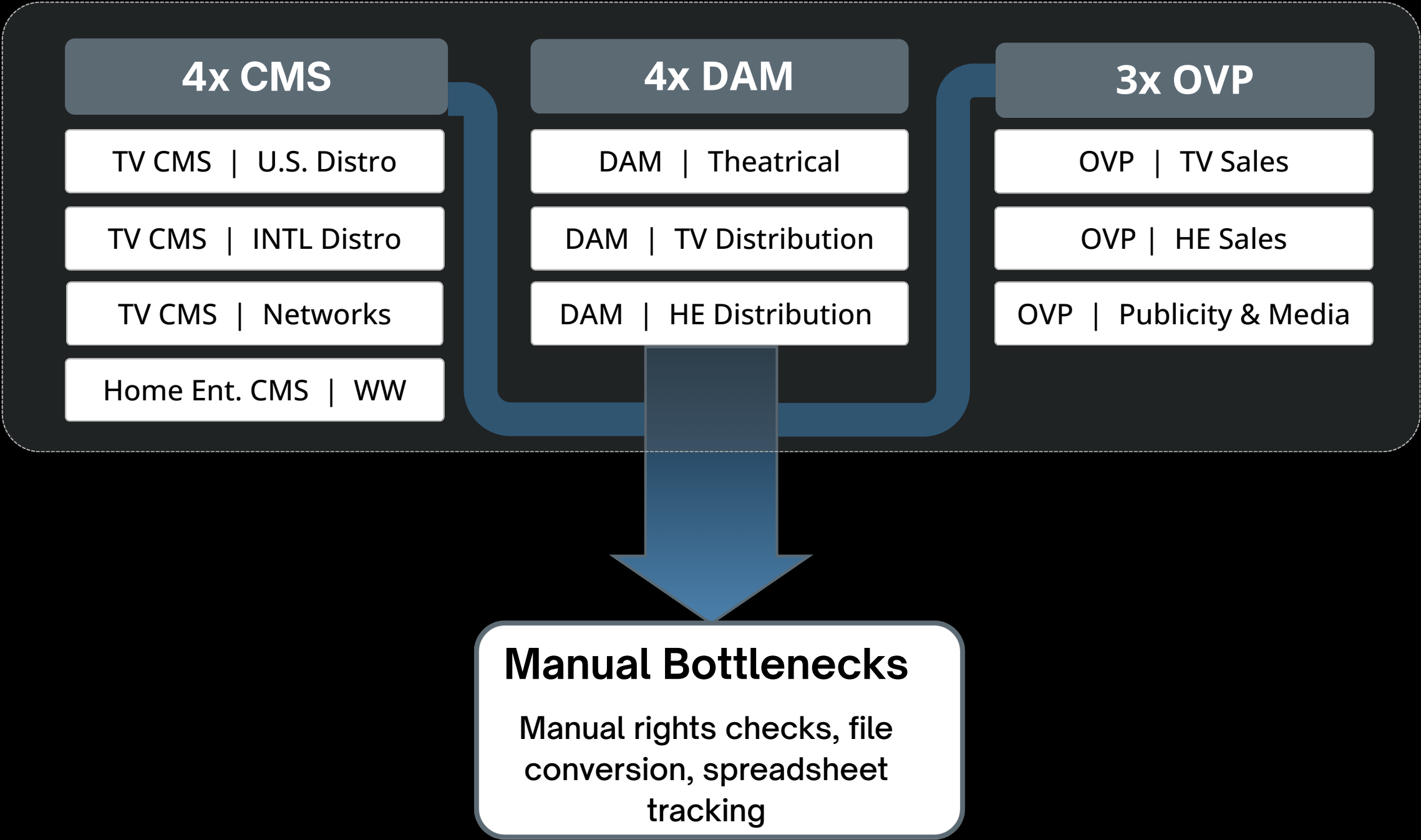
THE SUMMARY: ARCHITECTURAL CONSOLIDATION & UX MODERNIZATION

Led the architectural consolidation, UX modernization, and supply chain automation of Sony's global B2B marketplace. This multiyear initiative replaced physical L.A. Screenings during 2020 lockdowns with a secure, "Netflix-style" virtual screening room—unifying fragmented platforms, automating metadata workflows, and elevating the end-to-end buyer experience.



THE CATALYST: LEGACY SILOS & 2020 LOCKDOWN

11 disconnected legacy platforms created high technical overhead, fragmented customer journeys, and manual publishing bottlenecks for worldwide clients.



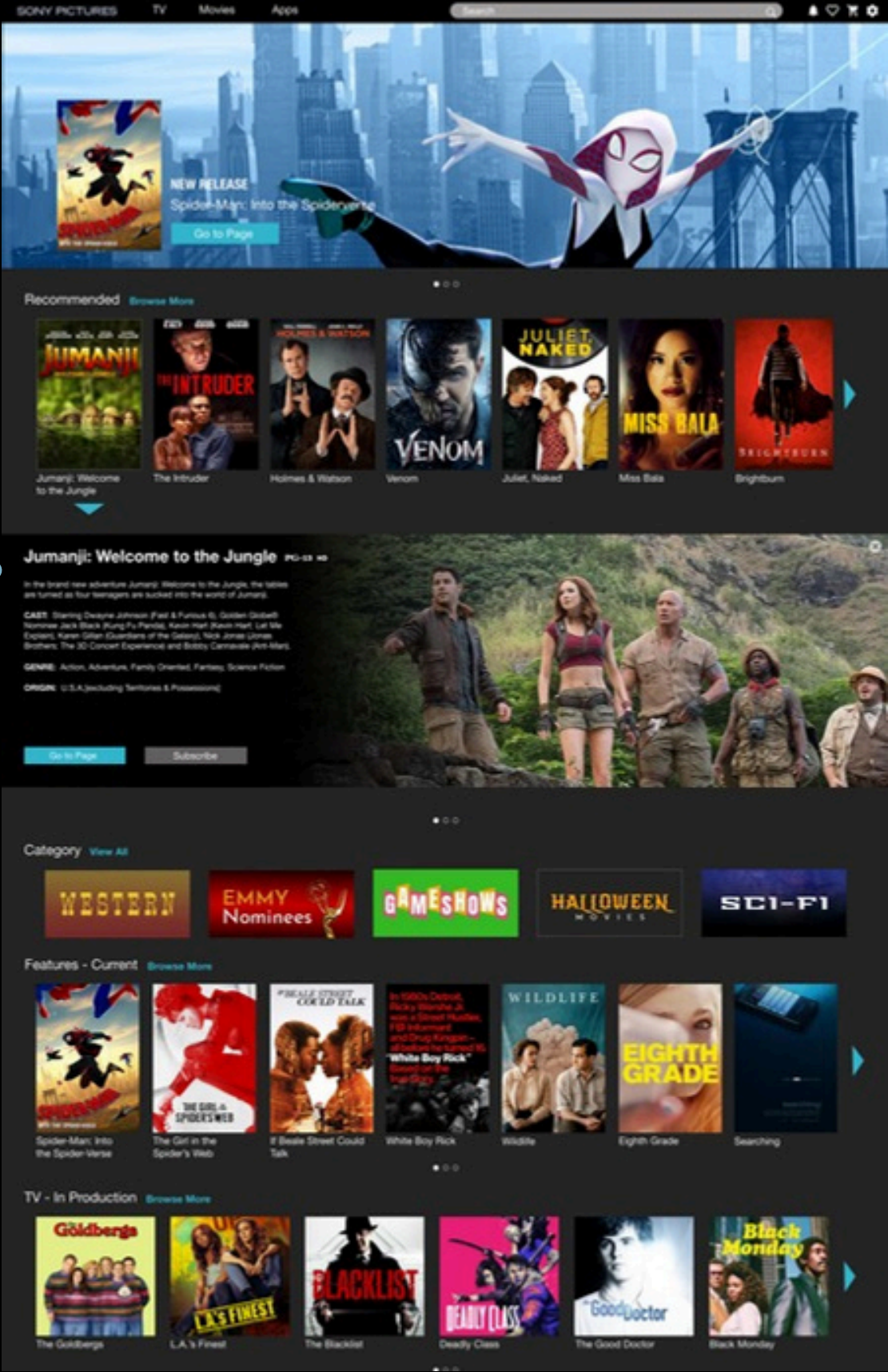
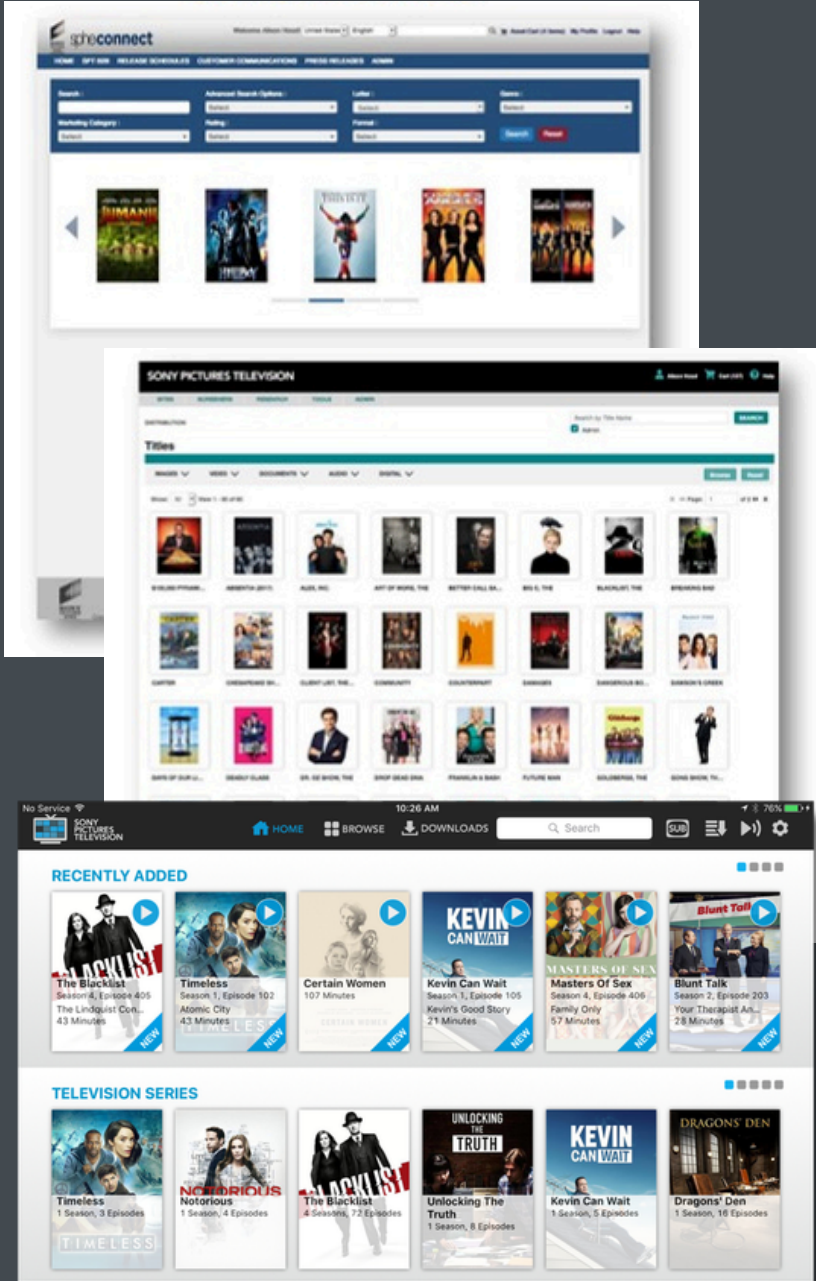
THE DESIGN: UX MODERNIZATION

Mapped critical buyer journeys across global SVOD, Pay TV, and linear broadcast affiliates to elevate a transactional tool into an immersive discovery engine and drive international adoption.

Merged legacy platforms into a unified interface. Designed streamlined navigation, a personalized home experience, and an intuitive "cart experience" to let buyers easily aggregate localized content bundles.

Implemented carousels and curated shelves (e.g., *Alex Rider*, *Coyote*, *Leonardo*) customized by territory and buyer rights.

Legacy Landing Pages

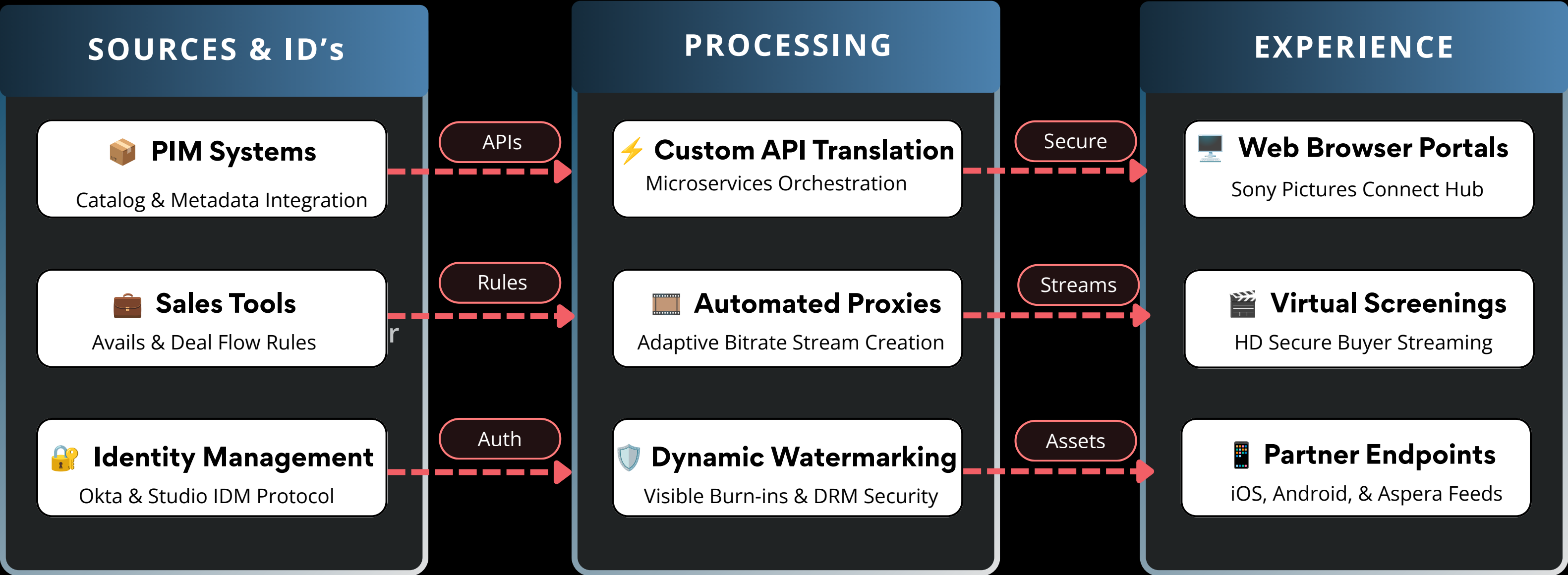


THE SOLUTION: UNIFIED DATA & MEDIA PIPELINES

✓ Migrated **10M+ digital assets** and **22,000 user profiles** into a single, unified enterprise hub.

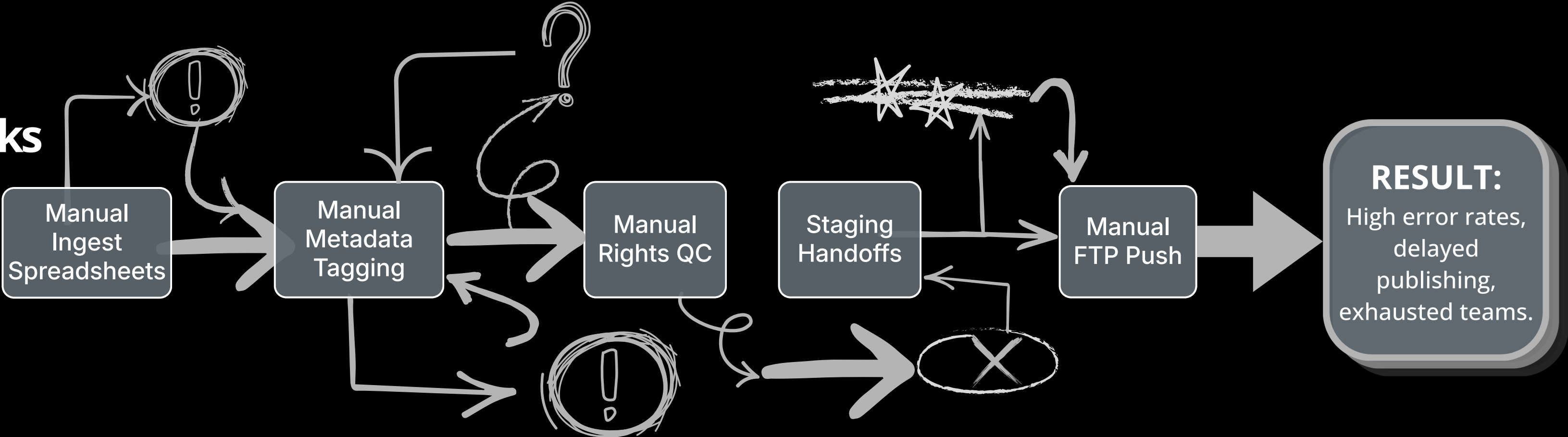
✓ Authored custom RESTful APIs across **8+ legacy data sources** to connect sales tools and product information managers directly with the DAM system.

DATA PIPELINES & MEDIA ENGINE ARCHITECTURE

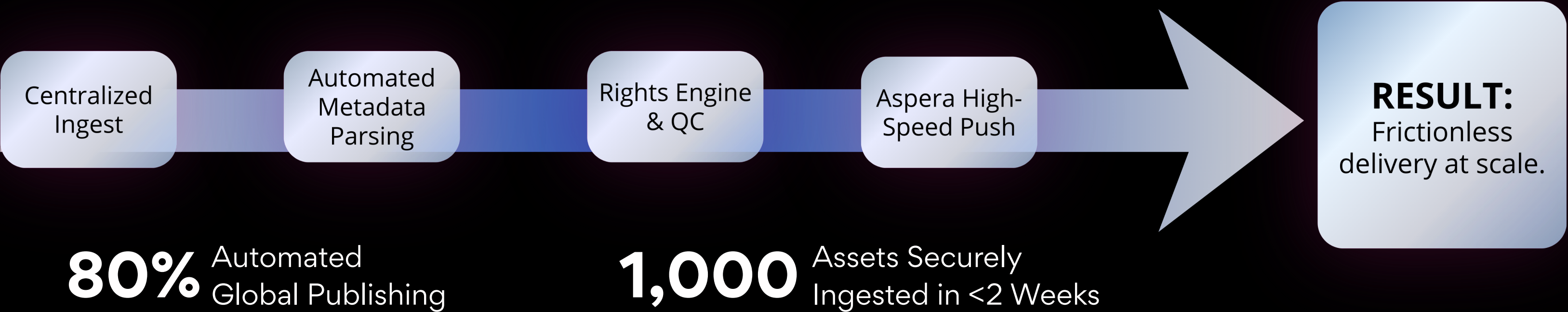


SUPPLY CHAIN AUTOMATION: OVERHAULING INFLOW-TO-DELIVERY PROCESS

Legacy Bottlenecks



SPE Connect



LEADERSHIP: MATRIXED EXECUTION & CHANGE MANAGEMENT

01

AGILE GOVERNANCE

Led cross-functional teams to deliver the MVP 20 weeks early.

02

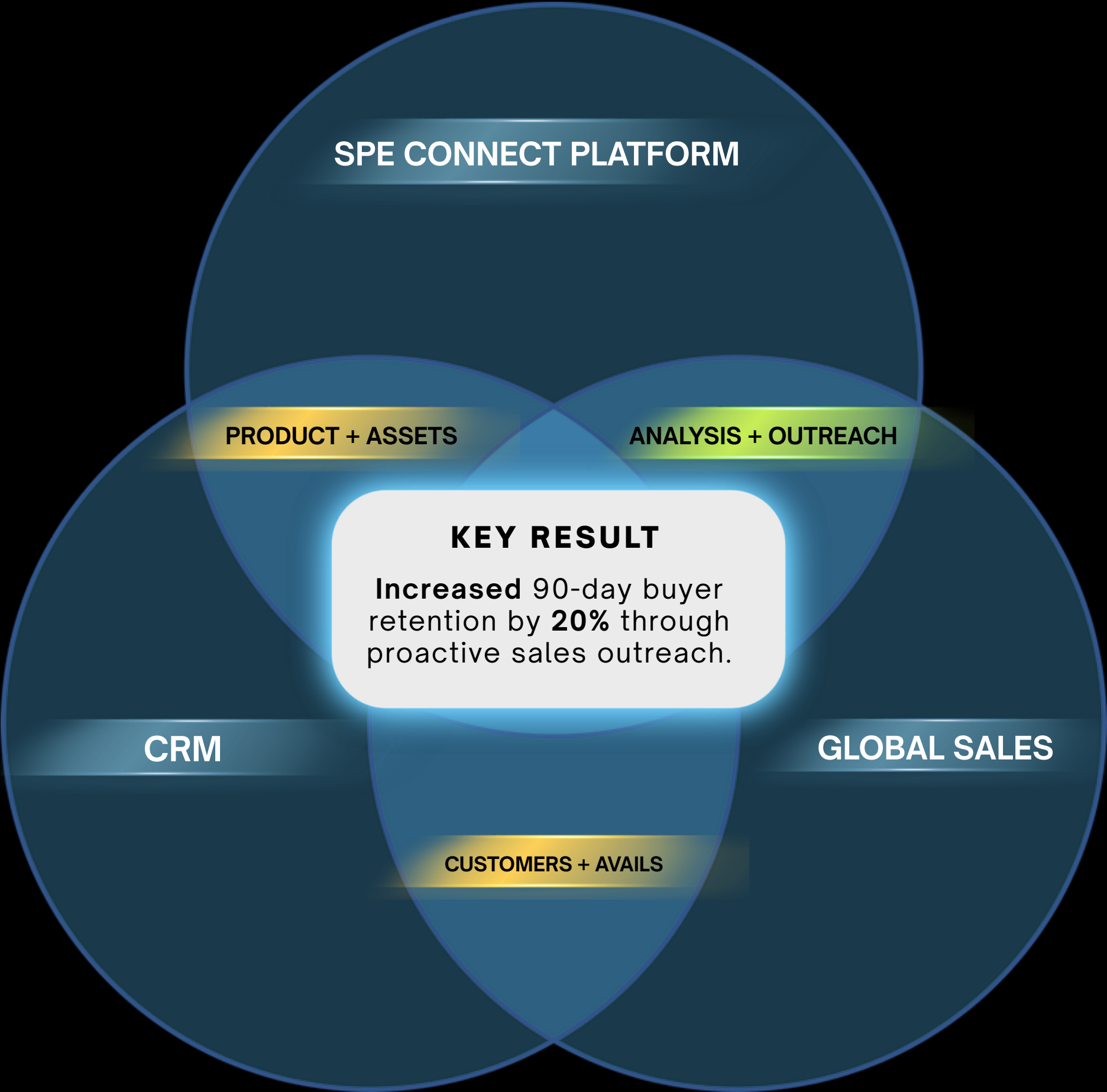
CHANGE MANAGEMENT

Established digital collateral standards, onboarding frameworks, and virtual office hours for worldwide account teams.

03

SALESFORCE INTEGRATION

Co-directed the worldwide integration and training for Salesforce Marketing Cloud rollout.



RESULTS: ENTERPRISE VALUE

Great UX combined with automated systems architecture is not a cost center; it is a primary revenue driver.

\$350M+

Cumulative Revenue Growth
from global catalog localization and
virtual screenings.

50% Operating
Cost Cut

Delivering \$4M in direct OPEX
savings by consolidating platforms.

60% Workload
Reduction

Content Operations teams workload
reduced via 80% automated workflows.

\$2M

in structural technical and
maintenance overhead.



“Setting up a dedicated digital
platform... ensuring business
continuity.” – *The Hollywood Reporter*



“Replacing traditional LA Screenings...
bringing the studios slate to global
buyers virtually.” – *Variety*

“Created a centralized, secure digital
hub allowing buyers worldwide on-
demand access.” – *TBI Vision*

Thank
You

for your time
and attention

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