

# JOHN P. GAGLIARDI

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## PROFESSIONAL SUMMARY

Results-driven digital media professional with over 20 years of experience in content management, digital production, and project/product management across diverse platforms. Proven track record of delivering complex digital solutions and assets on time and exceeding client expectations. Adept at collaborating cross-functionally and leading initiatives that enhance customer experience and drive revenue growth.

## PROFESSIONAL EXPERIENCE

### Pearson – Boston, MA

Account Services Manager (ILS) | 2024 – Present

Senior Media Project Manager | 2014 – 2024

Media Project Manager | 2012 – 2014

- Currently spearhead implementation of custom digital learning solutions across campus LMS platforms, impacting over 45 institutions.
- Coordinate with sales and customer contacts on learning material adoptions term over term.
- Led adoption lifecycle from submission to delivery for 500+ digital learning products across multiple platforms, ensuring value for educators and learners.
- Collaborated with sales, accounts, and external teams to develop and deploy custom digital solutions.
- Managed enhancements and updates to previously delivered solutions.

### TiVo (formerly DigitalSmiths and Gotuit Media) – Woburn, MA

Senior Metadata Specialist | 2010 – 2011

Content Manager | 2007

Production Specialist | 2003 – 2007

- Executed go-to-market content acquisition and metadata operations for Movie Data Services project.
- Produced award-winning interactive video content for PGA, NCAA, and NBA across VOD, web, and mobile platforms.
- Managed metadata creation and live video websites, contributing to a Webby Award-winning product.
- Transitioned content delivery from cable-VOD to web/mobile, expanding reach under challenging circumstances.
- Oversaw digital content and asset acquisition and metadata operations, ensuring quality production and brand consistency.
- Produced and delivered third-party video for time-based navigation through cable set-top boxes.

### KoolConnect Technologies, Inc. – Canton, MA

Content Manager | 2007 – 2010

- Oversaw \$1.4M+ annual revenue content across multiple platforms, ensuring compliance with DRM and MPAA standards.
- Managed digital asset delivery of 50 to 100+ videos depending on customer and location.
- Optimized backend content workflows, reducing production time by 50%.
- Managed Hollywood studio and third-party video-on-demand content for luxury hotels globally.
- Fostered relationships with high-end partners, enhancing brand reputation and client satisfaction.

## **VOLUNTEER WORK & LEADERSHIP**

### **Billerica Access Television, Inc. – Billerica, MA**

Board of Directors, President | 2025 – Present

Board of Directors, Assistant Secretary | 2012 – 2025

Volunteer Member of Organization | 1993 - Present

- Created over 100 hours of recorded, live-, and live-to-tape programming for local access station.
- Joined Board of Directors in 2012 as Assistant Secretary of the Board.
- Elected President of the Board in 2025, now leading a Board of 13 and an organization with five full-time employees and several part-time employees and interns.

### **Billerica Holiday Festival, Inc. – Billerica, MA**

Board of Directors, Chair | 2019 – Present

Board of Directors, Secretary | 2012 – 2019

- Present one paid fundraiser and four free, family events to the community during the holiday season.
- Joined Board of Directors in 2012 as Secretary of the Board.
- Elected Chair of the Board in 2020, now leading a Board of 19 in a hands-on working capacity.
- Grown organization fundraising by two-thirds.
- Leading ongoing operational modernization efforts for smoother, more efficient event production.

## **EDUCATION**

Framingham State University – Framingham, MA

Bachelor of Arts in Communication Arts (Television Production) | May 2003

## **TECHNICAL SKILLS**

Content/Learning Management Systems | Content Services & Delivery | Adobe Photoshop | Adobe Premiere | Video on Demand (VOD) | Social Media Platforms | Client & Partner Management | Project & Product Management | eLearning | Media Production

## **COMMUNITY & INTERESTS**

Board Member of Two Non-profits | Civic and Community Volunteer | Mobile DJ and Emcee | Frequent Concertgoer | Sports Memorabilia Collector | Avid Boston Sports Fan

## **AWARDS & RECOGNITION**

2011 People's Voice Webby Award-Winning Product for Best Use of Interactive Video for PGA 2010 Ryder Cup (Team Member)

2018 Billerica Alliance IMPACT Award: Honored for significant contributions to the Town of Billerica and community engagement (Personal)

*"We work together, or we don't work at all."*