

MARC RULLO

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A strategic engineering leader with extensive experience managing high-performing software development teams. Adept at driving the design, development, and delivery of scalable, high-quality applications. Proven ability to foster collaboration, optimize development processes, and align technical initiatives with business objectives.

EXPERIENCE

Warner Bros. Discovery, New York, NY

Senior Manager, Software Engineering - *August 2020 to October 2024*

- Led globally distributed teams of software engineers and managers, driving the successful development and deployment of streaming applications for Max and Discovery+.
- Managed all phases of the software development lifecycle, from planning and resource allocation to execution, release management, and process compliance.
- Managed globally distributed teams of up to 25 managers, engineers and contractors, fostering collaboration and productivity through empowerment, coaching and mentoring.
- Facilitated agile ceremonies, sprint planning, backlog grooming, retrospectives and cross-functional alignment to ensure successful product launches, major, minor, patch and hotfix releases.
- Partnered with Product, UX, and Engineering teams to define requirements and streamline workflows to effectively deliver features on schedule and with high quality.
- Collaborated with cross-functional stakeholders on implementing subscription flows, including signup, promotions, upgrades, cross-grades, downgrades, add-ons, and cancellations. Authoring user stories and defining integration tests to ensure seamless user experiences.
- Established key performance metrics (KPIs) and incident management processes, escalation procedures, and stakeholder communication to improve reliability, quality, and user experience.
- Tools & Technologies: Jira, Confluence, Figma, Grafana, New Relic, Kibana, OpenSearch, PagerDuty, Github, Github Actions, JSON, Postman, RESTful API, CI/CD, Test Automation

The Walt Disney Company, New York, NY

Director, Software Engineering - *September 2011 to February 2020*

- Led digital publishing technology initiatives for ABC News, overseeing the development and execution of internal tools and services as well as consumer-facing web, mobile, and streaming products.
- Defined and managed product roadmaps, aligning technology investments with business priorities and audience engagement goals.
- Collaborated with senior leaders across Product, Editorial, Marketing, and Sales to drive cross-functional initiatives.
- Responsible for hiring, evaluating and retaining a bicoastal organization of around 20 engineers and managers. Successfully established new teams to support the proliferation of new devices, products, services and partnerships.
- Directed program execution for content management systems, editorial tools, enabling seamless content distribution across platforms.
- Managed vendor relationships and third-party service integrations to support operational scalability.
- Spearheaded process improvements that enhanced development efficiency, incident response, and operational reliability.

Senior Manager / Lead Front-End Developer - May 2006 to September 2011

- Led front-end development for ABC News, overseeing engineering teams and driving digital content innovation.
- Designed and implemented content experiences, video players, and interactive features to enhance audience engagement.
- Partnered with design, product, and editorial teams to develop intuitive user experiences through iterative prototyping.
- Tools & Technologies: React, Node, Groovy, Github, Docker, CI/CD, Jenkins, CloudFront, AWS Lambda, EC2, S3, Elasticsearch, DynamoDB, MSSQL, Akamai CDN and Media Player, Google Ad Manager, Braze API, NewRelic, Datadog

Dun & Bradstreet, Parsippany, NJ

Senior Web Designer / Developer — February 2000 to March 2006

- Managed digital transformation initiatives, participating in rebranding efforts and front-end development strategy.
- Led adoption of modern web technologies to improve user experience, content management and site performance.
- Coordinated cross-functional teams to implement data-driven design improvements and enhance client engagement.

EDUCATION

Bachelor of Arts, Communications, Film & Television, University of Iowa — 1994

HONORS

Disney Inventor Award — 2012 and 2019

Edward R. Murrow Award — 2014 and 2018

Emmy Nominee, News & Documentary — 2010

NCAA All-American in Track & Field — 1990, 1991 and 1992

PATENTS

US Patent 10250918 — Systems and Methods for Presenting Ambient Content on a Television

US Patent 20120174038 — Display System and method enabling content navigation and selection using an interactive sphere

SKILLS & EXPERTISE

Technical Product Management | Cross Functional Leadership & Collaboration | Agile Development & Team Management | Strategic Road Mapping & Product Vision | Coaching, Mentorship, & Talent Development | Digital Content Strategy & Distribution | Incident Management & Escalation Protocols | Vendor & Stakeholder Relationship Management | Operational Excellence & Process Optimization

Software Development (Front-End & Back-End), Native Application Development (Mobile & Streaming Devices), Content Management Systems (CMS) Design & Implementation, Prototyping & UX/UI Design, Agile Methodologies (Scrum & Kanban, Sprint Planning, Grooming), Video Streaming Technologies & Live Event Coverage, Web Technologies, Cloud-Based Services & Infrastructure Partnerships, Patent Innovations in Interactive Media Systems