

JIM RICHARDI

VP, Digital Production

<http://www.jimrichardi.com>

[linkedin.com/in/jimrichardi](https://www.linkedin.com/in/jimrichardi)

Nutley, NJ | 973.634.5119

jimrichardi@gmail.com

Results-driven professional with 15+ years of experience in leading high-performing teams and overseeing complex digital campaigns across multiple verticals and platforms. Proven success in driving innovation, content creation, strategy, agile methodologies, and platform management. Strong strategic leadership in supporting sales efforts, aligning digital initiatives with business goals, and overseeing end-to-end processes.

EXPERIENCE

Infillion | VP, Digital Production | March 2022 - Present

My department was acquired from Disney by Gimbal and later merged to launch the new company, Infillion.

- Oversaw the end-to-end production of all digital content, overseeing development, management, and coordination of project budgets and timelines.
- Led cross-functional teams, collaborating with engineering, UX/UI, marketing, and sales to deliver new creative product solutions.
- Guided MediaMath, a DSP acquired in the fall of 2023, to integrate their systems, tools, and processes into our existing workflow, ensuring smooth alignment across teams and optimizing operational efficiency.
- Collaborated with executive leadership to align creative product strategy with overall business objectives, ensuring a unified approach across departments and driving innovation in product design and development.

The Walt Disney Company | Director, Digital Production | March 2019 - March 2022

The acquisition of 21st Century Fox by Disney resulted in the transfer of our department to Disney.

- Developed and maintained a new creative process, streamlining workflows and ensuring adherence to Disney's standards and brand integrity across all projects.
- Onboarded new vendors, renegotiated prices with existing vendors, reducing spend by 30%, provided comprehensive training on our creative platform, and ensured seamless integration into our processes.
- Continued in both new and existing business initiatives, including responding to RFPs and managing sold business that introduced new Disney products.
- Continued to grow the production team by 2x, enhancing capabilities and ensuring scalability to meet increasing demand.

21st Century Fox | Director, Digital Production | February 2016 - March 2019

- Built a team of producers to manage creative campaigns, overseeing the end-to-end process from concept to execution, ensuring high-quality deliverables, and meeting client objectives and deadlines.
- Expanded our vendor network to account for new creative products and ensure a broader range of resources, fostering innovation and enhancing the quality and variety of our offerings
- Created a new internal process using Agile methodology and Asana, streamlining operations, improving collaboration, and increasing efficiency across teams to deliver faster and more flexible results.

Crisp Media | Lead Developer & Creative Services Manager | January 2013 - February 2016

- Built and maintained rich media creatives, as well as developed custom solutions using HTML, CSS, and JavaScript.
- Managed workflow between an internal team of developers and designers to ensure seamless collaboration and meet project deadlines.
- Created and enforced timelines for client projects, both internally and externally, while ensuring budget and resource management were consistently factored in.

Brooklyn Nets | Web Developer | December 2010 - January 2013

- Built and maintained responsive websites using HTML, CSS, and JavaScript, ensuring optimal performance, cross-browser compatibility, and user-friendly interfaces.
- Collaborated with design and development teams to implement features, troubleshoot issues, and improve overall website functionality.

Diztinct | Web Developer | June 2010 - November 2010

- Design and develop e-commerce websites using the Channel Advisor Platform.
- Incorporate design and structure into custom Amazon and eBay stores.

Non Profit Times | Web Developer | November 2009 - June 2010

- Add articles and perform daily maintenance to the website.
- Build and deploy daily newsletters.

EDUCATION

Ramapo College of New Jersey | Mahwah, NJ

Bachelors Degree, Design and Interactive Media (2009)

REFERENCES

Available upon request.