

STEPHEN COOPER

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<https://www.mardalellc.com>

DIGITAL GROWTH AND TRANSFORMATION LEADER

Delivers transformative growth by leading strategic business initiatives and multi-million dollar partnerships while launching innovative business intelligence tools and cloud-based digital products.

- Execute Multi-Million-Dollar Partnerships
- Spearhead Global Digital Transformations
- Steer Company-Wide Strategic Initiatives
- Introduce Cloud-Based Digital Products
- Develop and Launch Business Intelligence Tools
- Coordinate Office Launches and Consolidations
- Manage Global Teams and Offshore Resources
- Oversee Multi-Million-Dollar P&Ls and Budgets

Worked with the following companies:

Google, Apple, Facebook, Microsoft, Snapchat, EY, American Express, Wall Street Journal, NewsCorp, Paramount/ViacomCBS and more

PROFESSIONAL EXPERIENCE

Dow Jones & Company (NewsCorp), New York, NY 2022 - Present

Vice President, Business Operations, Partnerships

- Manage a \$65M P&L and lead cross-functional teams to deliver complex multi-million dollar revenue partnerships with the largest social platforms and emerging technologies.
- Foster and scale relationships with partners to unlock new revenue and optimize existing ventures.
- Launch a diverse range of cloud-based digital products and offerings to increase market share, subscriptions and revenues.
- Create and deploy a Business Intelligence (BI) platform leveraging API connections to seamlessly integrate data from platforms and partners with reporting and analytics tools.
- Work cross-functionally to instill a culture of data-driven decision-making and continuous improvement.
- Member of the Artificial Intelligence (AI) Alliance for NewsCorp; Winner of Best Pitch Presentation at NewsCorp's AI Hackathon 2023.

Conde Nast, New York, NY 2020 - 2021

Program Lead, Global Content

- Led the largest and most impactful digital transformation program for Content, Production, HR, Finance, and Legal in Condé Nast's history, removing millions of dollars in cost and driving organizational efficiency
- Created a global program governance structure and managed cross-functional workstream leads.
- Established and chaired global oversight committees to identify and mitigate financial, productivity and reputational risk, and manage resource capacity across teams and functions.
- Partnered with Finance teams to manage and report P&L and business case impacts to the CEO..
- Applied traditional, agile and adaptive delivery methods to deliver business outcomes and targets.

Vice Media Group, LLC, New York, NY 2019 - 2020

Vice President, Global Program Management and Strategy (PMO)

- Implemented a global technology Program Management Office (PMO) to drive transformative change through system and data integrations and improvements across global functions.
- Lead a global restructuring effort to improve utilization of digital expertise and reduce annualized costs by 20%.

Encompass Digital Media, Stamford, CT 2015 – 2019*Vice President, Global Transformation (PMO)*

- Built an enterprise-wide Program Management Office (PMO) that enabled the global multimillion-dollar transformation of digital assets for global Sales, Operations and Engineering.
- Launched digital and linear video products and services in the Cloud, including OTT, VOD, SVOD, AVOD platforms.
- Increased levels of standardization and automation to drive economies of scale by consolidating processes, technologies and capabilities of multiple international offices into a global structure.
- Drove global customer-centric initiatives to establish partnerships with content service providers.

Consumer Reports, Yonkers, NY 2010 - 2015*Director, Strategic Programs (PMO)*

- Led the execution of the multi-year digital transformation by defining and managing strategic initiatives and major growth investments.
- Launched a new digital platform facilitating content creation and publishing.
- Embedded Agile methodologies across the enterprise to drive consumer-centricity, innovation, and collaboration.

PRIOR EXPERIENCE**Ernst & Young Global Limited, New York, NY** 2004 – 2009*Senior Manager, Advisory Services*

- Led complex transformation projects for clients such as directing the strategy and execution plan for converting a major movie studio to a digital-first facility.

NBCUniversal, Inc., New York, NY 2002 – 2004*Director of Quality Assurance*

- Managed a global team that built revenue management tools for the Sales function.

EDUCATION

NEW YORK UNIVERSITY STERN SCHOOL OF BUSINESS, M.B.A., Finance and Management

UNIVERSITY OF ROCHESTER, B.A., Economics