

# ALEXANDER MCKEEN

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Experienced Engineering Lead, Technical Manager, and Emmy® Nominated Manager of Technical Operations with a demonstrated history of working in the sports, news, and entertainment broadcasting industry, in addition to large-scale technical activations for tentpole sporting events. Currently focused on strategic production planning for all Bleacher Report productions, previous experience includes project management for NBCUniversal's Operations and Technology department, and technical management of live sports broadcasts, studio/control room builds, and public events throughout the WarnerBros Discovery Sports organization.

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## PROFESSIONAL EXPERIENCE

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### **WarnerBros. Discovery Sports**

#### **Senior Manager, Strategic Production Planning | Jul 2024 - Present | New York, NY**

- Manage strategic production planning for all Bleacher Report productions working in tandem with stakeholders from Production, Technology, and Media Services to ensure successful execution of all shoots, broadcasts, and streams.
- Direct liaison between Studio management and Bleacher Report production for all digital remote and studio productions.
- Work alongside cross-departmental heads to execute plans and development on high-level production projects specifically focused on all Bleacher Report operations that meet the vision of directors, producers, and executives.
- Primary contact for external production and technology vendors on contract negotiations and budget management. In addition to oversight of equipment specifications, capabilities, and scheduling out services for tentpole content projects, remote truck broadcasts, in-studio productions, and large-scale Bleacher Report events.

### **NBCUniversal**

#### **Production Project Engineering Lead | Sept 2023 - Jul 2024 | New York, NY**

- Maintained and tracked projects from inception to completion through all steps of the Production Engineering project process – requirements gathering, labor and scheduling, design, implementation, launch, and transition to maintenance.
- Worked with external production and technology vendors on equipment specifications, procurement, capabilities, and scheduling out services for engineering projects, studio builds, and control room maintenance. Ensuring all projects throughout NBCUniversal Production Engineering were executed using best practices and with appropriate financial impact.
- Technical Operations Manager focused on logistics and execution of The Tour at NBC Studios. Operations and vendor management of all technology throughout the Tour Experience including the fully automated Tour Studio, LED Wall exhibits, and support for the entire Content Management System, LiveSync, for all NBCUniversal customer-facing environments.

### **WarnerBros. Discovery Sports**

#### **Manager, Technical Operations - WBD Sports | Nov 2020 - Sept 2023 | New York, NY**

- Technical Operations Manager focused on logistics and execution of large-scale linear broadcasts such as Capital One's The Match on TNT, HBCU Legacy Classic on TNT, NBATV's coverage of the NBA Finals, and the entire MLB on TBS package. In addition, remote broadcasts for digital initiatives such as Bleacher Report, House of Highlights, and NBA Twitter Live.
- Worked with external production and technology vendors on equipment specifications, capabilities, and scheduling out services for tentpole content projects, remote truck broadcasts, and large-scale WarnerBros. Discovery Sports events.
- Managed technical budget of the overall productions and ensure all vendor payment processing is executed appropriately.

#### **Broadcast Engineer / Technician - Bleacher Report | Sept 2017 - Nov 2020 | New York, NY**

- Managed all Audio/Visual equipment and technological infrastructure for Bleacher Report while also providing IT based video technology support for video production processes and remote studio locations throughout the organization.
- Helped maintain all internal/external production workflows. Responsible for understanding MDF/Control Room equipment including video hubs, converters, switches, and all other video technology. Performing maintenance when appropriate.

### **Barclays Center**

#### **TV Systems Technician | Jun 2017 - Jan 2018 | Brooklyn, NY**

- Served as StadiumVision event-day operator and representative for the venue regarding group and zone assignments, sponsorship commitments, custom configurations, and other promotional or sales requirements for the IPTV System.
- Managed all content created and associated with playback through StadiumVision. Creating and editing content needed for playback based on event specific needs (Box Office, Food-Services Menus, and overall graphics packages for events).

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## EDUCATION

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MBA in Information Technology Management — Southern New Hampshire University — Manchester, NH

BS in Television Radio with a Minor in Web Programming and Development — Ithaca College — Ithaca, NY