

JAMES GARSIDE

I'm a customer-focussed product person with experience streaming music and video to a wide range of connected devices in multiple territories. My diverse background is testament to my ability to deal with change and operate in a fast-paced environment.

EMPLOYMENT



Senior Product Manager | DAZN - pronounced "da zone"

January 2016 - Present

DAZN is changing the way the world watches sport. We're a live and on-demand video streaming service, funded by Access Industries in a bid to disrupt the world of sport; with exclusive top tier broadcast rights, multi-platform availability and a fans-first approach, DAZN was named 'Best of the App Store 2017' by Apple, 'Best App' at Google Playtime 2018, and #5 in LinkedIn's Best Start-Ups of 2018.

- Senior Product Manager, Platform & Partner Experience for the DAZN app on big screen Living Room devices
- Responsible for product vision, feature development and delivery across Living Room devices incl. Amazon Fire TV/Stick, PlayStation, Xbox, Android TV, Chromecast and all Smart TVs
- Joined DAZN a year before launch whilst we were in start-up phase
- Launched and scaled the service through its first nine territories: US / CA / JP / IT / ES / BR / DE / AT / CH
- Lead an Engineering org of 50+, both internal and near-shore teams
- Product Manager with the Playback team delivering Full HD player features on Web and Living Room devices
- Lead Product Manager for Chromecast (across Mobile & Living Room) a feature that got certified by Google
- Created and manage the DAZN Beta Community - a vibrant group of power users delivering rapid feedback
- Hired and line manage a team of two Product Managers and deliver education for the wider teams
- Responsible for Platform Submissions, Approval and Relationships with Global Partners



Product Manager, Apps | Ministry of Sound

January 2012 - January 2016 · 4 years

Ministry of Sound is a global entertainment business, comprising of recorded music - hit artists and compilations - nightclubs, bars and tours, live events, consumer electronics and fashion.

- Product Manager for Ministry of Sound Radio applications - streaming music and video, live and on-demand across all major platforms. Voted 'Best New App' by Apple
- Member of SoundLabs tech team - a new innovation hub experimenting with customer-driven features
- Leader of the team's Agile development strategy, roadmap and budget
- Created and managed a DJ video streaming platform called 'Live From The Club' broadcasting DJ sets live and on-demand from the main room at Ministry of Sound Club every Friday and Saturday night
- Speaker and panel member at two music industry events - 'The Rise of Video' (2Pears) and 'The Future of Digital Music' (Strategy Eye)
- One of The Telegraph's STEM Heroes 2015 - a drive to encourage young people to join STEM careers



Army Officer (Captain) | British Army

September 2006 - September 2011 · 5 years

The British Army protects the United Kingdom's interests at home and abroad, providing a safe and secure environment in which all British citizens can live and prosper.

- Trained at Sandhurst, the British Army's leadership and management academy for Army Officers
- Commissioned in to the Royal Anglian Regiment and deployed on a 6 month tour of Iraq to command an Infantry Platoon of 30 soldiers. Responsible for the safety, welfare and war-fighting ability of these soldiers in a remote patrol base under difficult circumstances
- Promoted to Operations Officer and Second-in-Command of B Company Group (100 soldiers). The role entailed the day-to-day coordination of a frontline unit preparing for combat operations in Afghanistan

EDUCATION



Master of Arts (M.A.) Music Business Management | University of Westminster
September 2011 – August 2012

Grade: Merit

This course is recognised as a world leader in music business management education and prepares you to become one of the next generation of music industry leaders and music entrepreneurs.

- Modules - Intellectual Property & Copyright, Business & Finance, Music Marketing, Creative Industries, Live Music Management, and History of the Music Industry.
- Dissertation - 'How a Record Label should approach the Digital Landscape over the Next 5 Years'



Music | University of East Anglia
2003 - 2006



A Levels | Wells Cathedral School (Specialist Music Department)
One of the top four music schools in England & Wales
2000 - 2002

PROFESSIONAL SKILLS

- Scrum and Agile qualified, including 121 training with a coach
- Management and Personal Development training
- Project Management - Jira, Slack, Confluence, Basecamp, Trello, Redmine
- Leader of multi-cultural and multi-territory teams
- Analytics Platforms - Google Analytics, Looker, Tableau, Flurry, Conviva (Video player metrics)
- App developer portals for all major consumer electronics brands
- Wireframing, UX and UI tools - Zeplin, Sketch, Photoshop, Pencil, InDesign, Justinmind

INTERESTS & HOBBIES

Music

- Play the Violin and Piano, achieving Grade 8 Distinction on both aged 15 🎻🎹
- Own a pair of Technics 1210s and collect Dance/House from a variety of labels and distributors

Outdoor Pursuits

- Compete in Half Marathons, raising money for underprivileged children in Brazil
- Represented my School, University, Sandhurst, Ministry of Sound and DAZN at football

PRESS COVERAGE



DAZN Blog

Chromecast on DAZN: The Ins & Outs
2017



Daily Telegraph

STEM Hero
2015



Mobile Industry Review

My Top 7 Apps
2016

WEBSITE



www.jamesgarside.co

Personal Site

References available on request