

Patrick J. Donoghue

Media Executive

Executive Profile

Patrick Donoghue is an Emmy award-winning leader in the media industry with extensive experience in creating innovative entertainment products. A creative and technically knowledgeable leader, Donoghue has a track record of conceptualizing, developing and operating new products for television, OTT, mobile, web and virtual reality. He is highly creative and entrepreneurial with a history of living on the edge and is constantly in search of new ideas, and inspirations that will lead to great products and great experiences for the user.

Experience

President & Founder Next Stop Willoughby Inc. (2015 - Present)

- Executive consultant for the entertainment and telecom industry in digital media strategy and new product development.
- Producer of original VR content.

SVP User Experience & Emerging Products Cablevision Systems Corporation (2013 - 2015)

- Responsible for the definition and design of the user experience for all Optimum products.
- Established the long-term product roadmap of the company's television, TV Everywhere and broadband experiences.
- Product management and operations for all Optimum websites.
- General Manager for the MSG Varsity digital television network.

SVP Strategic Product Design & Development Cablevision Systems Corporation (2008 - 2013)

- Responsible for strategy and development of innovative services across all Cablevision products.
- Defined and deployed the cross platform "Onyx" product to unify the Optimum television experience across TV, mobile, and Internet.
- Reinvented the optimum.net customer web site to focus on task completion and customer satisfaction.
- Led the development and deployment of the Optimum App, which includes live TV, OnDemand, and DVR services across iOS, Android and computers.

VP ITV Product Management Time Warner Cable (2006 - 2008)

- Responsible for interactive television product strategy including content and technology partnerships, development and deployment.
- Creator of the Symphoni next generation guide strategy for digital cable and converged services.
- Product manager of interactive advertising for digital cable.

VP Digital TV & Broadband Development Cablevision Systems Corporation (2005 - 2006)

- Executed strategy for interactive television overlays for advertising, enhanced programming and T-commerce.
- Architect of advertising platform for rapid creation and launch of interactive television advertising.
- Launched the Optimum Boost premium tier broadband service.
- Deployed Optimum On Demand movie download service.

VP ITV Development & Operations Cablevision Systems Corporation (2003 - 2005)

- Oversaw platform strategy, development and operations of all interactive applications for iO digital cable service.
- Responsible for the design and development of the Emmy award winning iO digital cable service.
- Launch of iO Games, the first ITV subscription games service in US cable.
- Launch and oversight of the on-screen upgrade platform.

VP ITV Development Cablevision Systems Corporation (2001 - 2003)

- Oversaw interactive television strategy and development of all interactive television products.
- Established the iO Developer program to promote robust application development and consistent usability standards.

EVP Development ExtendMedia (2001)

- Oversaw business development and strategic partnerships for the east coast.
- Chief interactive strategist for entertainment clients. Managed sales and development teams.
- Executive producer of interactive projects for Cablevision, Rainbow Networks, and others.

President/Co-Founder Big Band Media LLC (1998 - 2000)

- Responsible for conceptualizing and developing interactive television and broadband content.
- Clients included CBS, Showtime Networks, HBO, Sesame Street Workshop, MGM Domestic Television, and The American Film Institute.
- Developed strategic partnerships with content and technology companies.

Senior Art Director ModemMedia.PoppeTyson (1997 - 1998)

- Creative lead on web sites for Lucas Films, Lucent Technologies, 3COM, Hewlett Packard, Intuit, U.S. Postal Service, and JC Penney.
- Managed multiple teams of copywriters, graphic artists and programmers for web development.

Senior Designer/Developer Showtime Networks (1995 - 1997)

- Art Director for Showtime Networks websites.
- Multi-media developer of innovative web applications such as gaming, voting and virtual reality.
- Implemented non-linear editing system for in-house postproduction.

Interactive Television Designer/Programmer Viacom (1993 - 1994)

- Creative Director/Information Architect for the Viacom Cable ITV trial.
- Created a patented 3D user interface for on demand movie browsing.

Awards

- 2013 Emmy finalist - Onyx for Optimum
- 2010 CTAM Rainmaker Award
- 2005 Emmy Award for Outstanding Achievement in Non-Program-Specific Enhanced or Interactive Television for a Channel, Network or Service.
- 2004 ITV All-Star Award for Leadership in Interactive Television.
- 2004 two nominations for Outstanding Achievement in the Non-synchronous Enhancement of Original Television Content.
- 2004 Emmy Award Outstanding Achievement in the Non-synchronous Enhancement of Original Television Content.
- 2003 Emmy Award Outstanding Achievement in Interactive Television for an Interactive Television Service.
- 2003 Emmy Award Outstanding Achievement in Advanced Media Technology for the Creation of Non-Traditional Programs or Platforms.
- 1986 Editor Insel. Best Narrative film, Focus National Film Awards.

Patents

- 2016 US Patent 9,466,257 - Multi-screen virtual billboard.
- 2015 US Patent 9118432 - Systems and methods for real time media consumption feedback.
- 2015 US Patent 20120254910 A1 - Systems and methods for real time media consumption feedback.
- 2015 US Patent 9407947 - Systems and methods for real time media consumption feedback.
- 2014 US Patent 8776101 B2 - Personal Media Channel Apparatus and Methods.
- 2013 US Patent 8458748 B2- System and method for commanding a controlled device.
- 2013 US Patent 8601513 B2 - System and method for commanding a controlled device.
- 2013 US Patent 8423907 B1 - System and Method for Vertical Path Navigation.
- 2011 US Patent 8065631 B1 - System and Method for Vertical Path Navigation.
- 2011 US Patent 8065630 B1 - System and Method for Vertical Path Navigation.
- 2009 US Patent 7503013 B2 - System and Method for Vertical Path Navigation.
- 2003 US Patent 6622148 B1 - Interactive video title selection system and method.

Affiliations

- 2014 - Present Member of Academy of Television Arts and Science Interactive Media group.
- 2013- Present National Television Academy technical Emmy committee member.
- 2007 - 2009 Co-Chair CTAM Advanced Video Consortium.
- 2004 - 2007 Board of Directors American Film Institute Advanced Media Lab.

Education

- B.S. Cinema and Photography, Ithaca College, NY. Philosophy Minor.

Contact Info:
Patrick Donoghue
patrick@patrickdonoghue.net
www.patrickdonoghue.net
917•841•3369