



CONTACT

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MEDIA

Featured on *Techlandia* Podcast:
[Navigating the Tech Industry: Insights from John Higgins](#)

KEY COMPETENCIES

- Strong initiative and strategic judgement in negotiations
- Extensive experience in media deals, ad sales, and digital content strategy
- Proven capacity to interface between stakeholders and legal departments, managing expectations and achieving favorable outcomes

AREAS OF EXPERTISE

- Strategic Negotiation & Legal Collaboration
- Media Partnerships & Ad Sales Strategies
- Content Licensing, Syndication & Commerce
- Deal Structuring, Terms Negotiation & Contract Review
- Team Leadership & Cross-Functional Collaboration
- Executive Level Stakeholder Engagement
- Digital Media & Distribution Strategy

EDUCATION

FLORIDA SOUTHERN COLLEGE

- Bachelor of Science, Sports Management – Lakeland, FL (2005)
- Baseball Team – Member (Outfield)

PROFESSIONAL SUMMARY

Dynamic and results-driven executive with 20+ years of experience in content distribution, strategic partnerships, and digital media strategy. Proven track record in negotiating high-stakes distribution and advertising deals, driving subscriber growth, and enhancing operational efficiency. Adept at leading cross-functional initiatives across legal, product, finance, and ad sales teams to deliver innovative solutions. Recognized as a trusted cross-functional problem solver who thrives in fast-moving, high-pressure environments. Seeking leadership roles in content partnerships, distribution strategy, or consulting within sports, technology, and/or media.

CAREER EXPERIENCE



Sr. Consultant, Live TV Programming & Partnerships **Oct. 2024 – Present**
 Brought on by SVP of Live TV Content Programming & Partnerships to support premium add-on partnerships, manage renewal strategy, and enhance operational workflows during a transitional period for Hulu + Live TV. Dual-reporting to VPs of Content Partnerships and Network Partnerships. Acting as a trusted cross-functional problem solver, bridging gaps across ad sales, legal, strategy, and business teams.

Key Accomplishments Include:

- Renewals & Negotiations:** Developed and implemented standardized renewal processes for 15+ distribution agreements (e.g., Disney/ESPN, Paramount, Sinclair, Univision, AETN, Nexstar, Monumental, C-SPAN, Hallmark, Vevo). Led financial modeling and executive memo drafting for key tier 1 negotiations.
- Ad Sales Alignment:** Serving as the ad sales liaison across distribution renewals (~\$3B+ in annual revenue). Navigate contractual parity, privacy/data standards, and ensuring updated vendor management compliance terms. Initiated and host a bi-weekly ad sales/business strategy sync with Hulu Ad Sales, Legal, and Content Partnerships teams.
- Strategic Projects:**
 - Built Hulu's Sports Strategy in collaboration with ESPN/Disney leadership, presenting directly to Hulu GM and Disney Streaming execs.
 - Drafted c-suite executive-facing memos and presentations for The Walt Disney Company leadership
 - Conducted competitive packaging distribution analysis (including legal assessments, competitive benchmarking).
 - Develop pitch/QBR decks for existing and potential partner evaluations.
- Leadership Continuity:** Stepped into leadership gaps during multiple director/manager parental leaves, ensuring business continuity across live content and add-on distribution.



Director, Content Distribution **Nov. 2021 – Oct. 2023**
 Responsibilities included sourcing, negotiating, and securing distribution agreements with significant OTT content providers for their integration into the Roku platform. I led the negotiation process and collaborated directly with legal teams during the contract drafting and review stages. I managed cross-functional teams and projects and consistently analyzed current channel applications and competitive lineups to optimize channel onboarding.

Key Accomplishments Include:

- Negotiated strategic content distribution deals across ad sales, licensing, and commerce, increasing revenue by 10% on respective accounts.
- Collaborated closely with Roku's Legal team to structure deals, devise templates, and negotiate renewals, successfully reducing contract negotiation time and streamlining the overall contract process.
- Led sports category distribution negotiations, resulting in a 12% increase in sports-related content on the platform during my tenure.
- Contributed to business development efforts, adding an estimated \$75M in incremental revenue over three years by securing button placement on Roku remotes with a Tier 1 account, leveraging existing partnerships and trusted negotiation skills.

PROGRAMS & ACTIVITIES



TECHNOLOGY ASSOCIATION OF OREGON
MEMBER



CEDAR MILLS LITTLE LEAGUE
ASSISTANT COACH



WEST TUALATIN VIEW ELEMENTARY
SCHOOL
VOLUNTEER

**Sr. Account Exec & Bus Dev Lead, TV & OTT****Feb. 2018 – Oct. 2021**

Provided digital advertising sales and marketing solutions to the following companies along with their respective advertising agencies to successfully grow and scale both domestic and global revenues; Netflix, Hulu, Apple, DAZN, Gaia, all professional sports properties/leagues. Integrated a consultative approach of the digital advertising and brand marketing landscape, acting as a strategic partner to TV/OTT clients selling a broad range of Amazon Advertising solutions that ensured the clients business goals are met.

Key Accomplishments Include:

- Implemented advertising commitments in distribution deals, securing \$150M+ in guaranteed revenue.
- Orchestrated a global advertising deal, collaborating with international teams to secure \$30M+ in guaranteed revenue.
- Elevated a top-tier client's advertising investment from \$50K/year to \$750K+/quarter, boosting new customer sign-ups by 35% year-over-year.

**Sr. Manager, Partnerships****Mar. 2016 – Jan. 2018**

Partnership management of deal negotiation, subscriber acquisition strategy, engagement/retention, technical cooperation, joint marketing initiatives, and roadmap planning for Hulu's key living room device, live streaming, and premium add-on partner accounts including CBS, Showtime, Fox, Disney, Apple, Amazon, Microsoft, and Samsung.

Key Accomplishments Include:

- Strengthened cross-functional collaborations, increasing partnership renewals by 10% for respective accounts.
- Utilized industry insights to inform business strategies, contributing to a 8% growth in new partnerships.
- Led a team that surpassed distribution and revenue targets by 5% year over year, reinforcing Hulu's market presence and financial performance.

**Director, Affiliate Sales****Aug. 2013 – May 2015**

Oversight of sales, strategic partnerships and new product activation for key affiliate accounts including DIRECTV, DISH, Google Fiber and 200+ smaller accounts. Lead negotiations in regards to pricing, programming content, new technologies and marketing. Worked across a variety of functional areas including programming, legal, new product development, strategic partnerships, marketing, technology, operations and customer care, interacting with highest-level executives. Directed sr. account executives and coordinator to develop skills and meet aggressive revenue targets.

Key Accomplishments Include:

- Drove \$20B in revenue through the successful negotiation of two major affiliate agreements.
- Launched the SEC Network, contributing to 15 million subscribers by network launch.
- Supported the integration of mobile-friendly, cross-platform digital products, serving as a product expert and innovator.

EARLIER CAREER HISTORY**Sr. Account Executive – National Accounts | Disney and ESPN Media Networks****Account Executive – Field Sales | Disney and ESPN Media Networks****Sales Coordinator – Local Advertising Sales | Disney and ESPN Media Networks****Administrative Assistant – Corporate Outreach and Communications | ESPN******Additional details available upon request****