



# John Higgins – Executive Profile & Core Competencies

Email: [JohnHiggins60@gmail.com](mailto:JohnHiggins60@gmail.com) | Cell: 860.329.2646 | LinkedIn: [LINK](#)

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## PROFESSIONAL SUMMARY

Dynamic and results-oriented executive with 20+ years of experience in content distribution, negotiations, and digital media strategy. Currently serving as a Senior Consultant for Hulu’s Live TV Content Programming & Partnerships team, where I act as a trusted cross-functional problem solver during a period of significant transition. Support premium add-on partnerships, manage/support renewal strategies across 15+ distribution deals (representing ~\$4B+ in distribution revenue), and bridged alignment between Hulu + Live TV and Ad Sales (representing ~\$3B+ in ad revenue). Adept at developing high-impact strategies (sports, RSNs, pricing/package bundles), producing executive-level communications for Disney/Hulu/ESPN leadership, and supporting operational continuity across high-stakes negotiations and workflows.

## CORE COMPETENCIES

- **Strategic Negotiation & Partnerships:** Expertise in negotiating high-stakes deals, streamlining renewal strategies, and fostering partnerships that drive profitability and engagement.
- **Content Distribution & Live Programming:** Deep understanding of OTT platforms, live content strategies, and leveraging sports programming as a differentiator.
- **Operational Efficiency:** Proven ability to standardize processes and optimize workflows, ensuring alignment across cross-functional teams.
- **Data-Driven Storytelling:** Adept at crafting compelling narratives that translate complex data into actionable business strategies.
- **Collaborative Leadership:** Experienced in leading cross-functional initiatives that enhance organizational alignment and operational efficiency.
- **Revenue Growth & Market Expansion:** Skilled in identifying market opportunities and implementing innovative monetization strategies to drive subscriber acquisition and retention.

## CURRENT ROLE AT

### Senior Consultant, Strategic Partnerships & Content Acquisition (1-Year Contract)

#### Key Responsibilities/Role:

- **Premium Add-On Partnerships:** Managed and enhanced relationships with major partners (e.g., Paramount+, Showtime, MAX), aligning content strategies with Hulu’s growth objectives.
- **Ad Sales Integration:** Act as the ad sales liaison across 15+ renewal negotiations, mitigating risk and ensuring alignment on advertising terms (~\$3B+ in annual ad revenue). Launched and host a recurring cross-functional renewal/ad sales strategy sync with Ad Sales, Legal, and Content Partnerships.
- **Renewals & Negotiations:** Developed standardized renewal playbooks and financial models for 2025’s distribution cycle. Negotiate directly with partners across premium, live, and RSN categories, presenting strategic recommendations to Disney/Hulu/ESPN leadership.
- **Strategic Projects:** Designed and presented Hulu’s Sports Strategy, conducted Regional Sports Network (RSN) analyses, and completed pricing/package and bundling legal/competitive assessments. Produce executive-facing memos and QBR decks for senior leadership and partner alignment.
- **Cross-Functional Leadership:** Recognized as a trusted cross-functional problem solver, filling leadership gaps during multiple director/manager parental leaves. Stepped into critical roles spanning legal, business development, strategy, and operations to ensure continuity of Hulu’s Live TV initiatives.
- **Operational Efficiency:** Streamline internal workflows, reporting systems, and executive communications. Build intake processes for BD/legal requests and create scalable templates for renewal and deal-tracking processes.

## CAREER EXPERIENCE

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**Director, Content Distribution:** Led negotiations for key content distribution deals, contributing to a significant increase in platform content offerings and revenue growth for Tier 1 Partners and Sports Category.

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**Sr. Account Executive & Business Development Lead:** Drove digital advertising sales and marketing solutions, securing substantial revenue through strategic partnerships and innovative advertising commitments both domestically and globally.

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**Director, Partnerships:** Managed partnership development, subscriber acquisition strategies, and cross-functional initiatives that strengthened the brand’s market presence and financial performance.

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**Director, Affiliate Sales:** Over a total of 9 years with the company, led strategic sales and partnership efforts, significantly enhancing the distribution and market penetration of Disney and ESPN content across various platforms.