

Shane Lindley

Product Portfolio

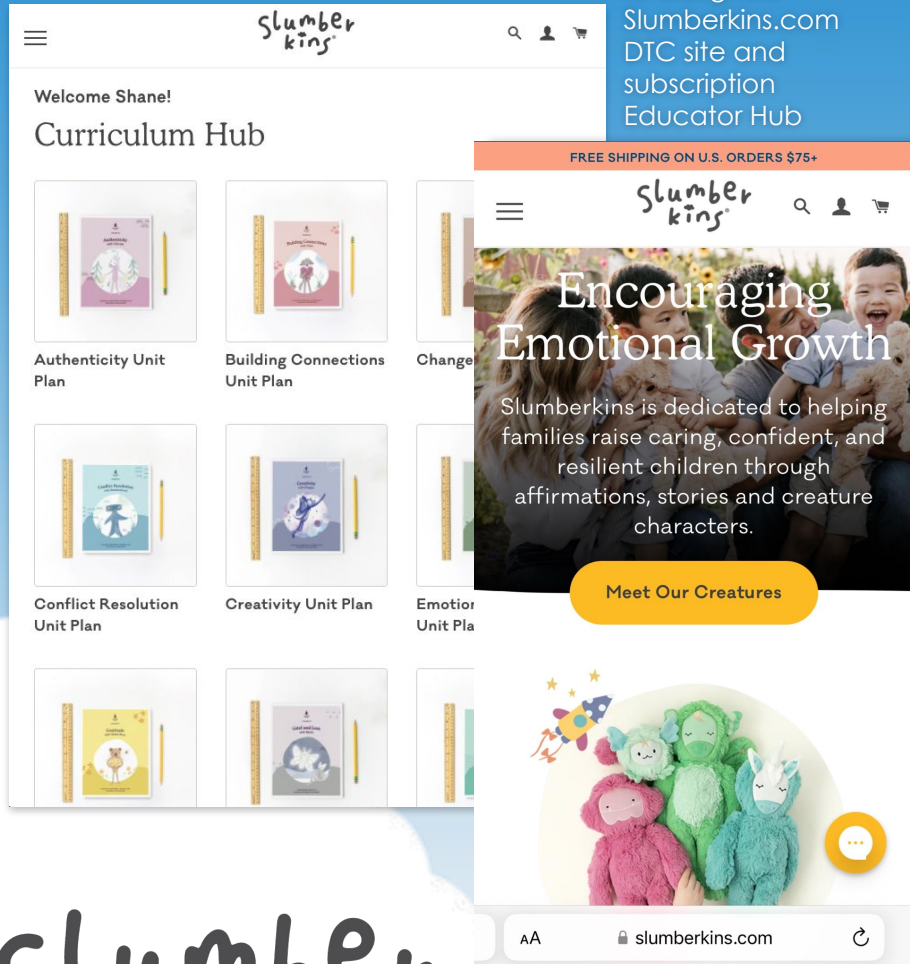
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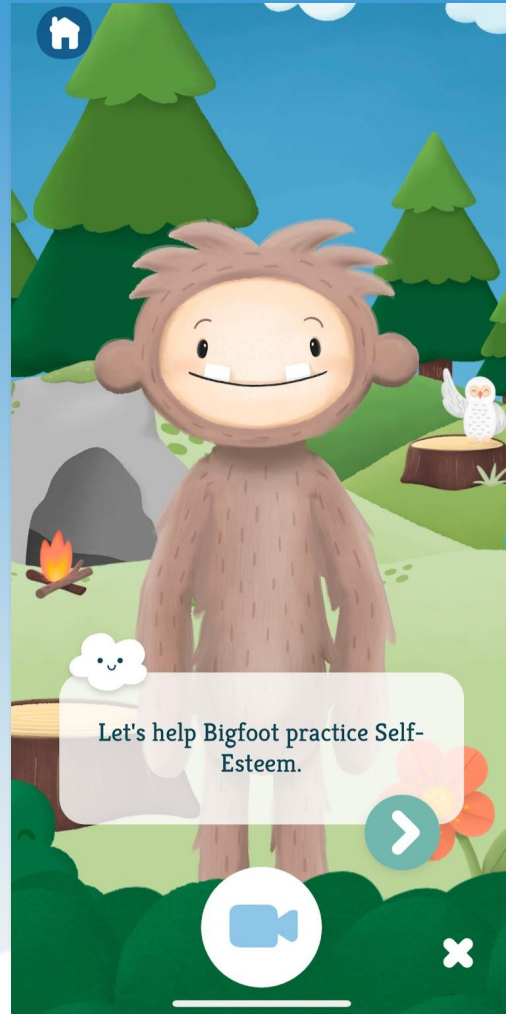
Vice President, Digital Products & Programming

Established the digital ecosystem vision of Slumberkins, transforming a linear Direct to Consumer physical product business into a content-driven digital media franchise for kids, families and educators.

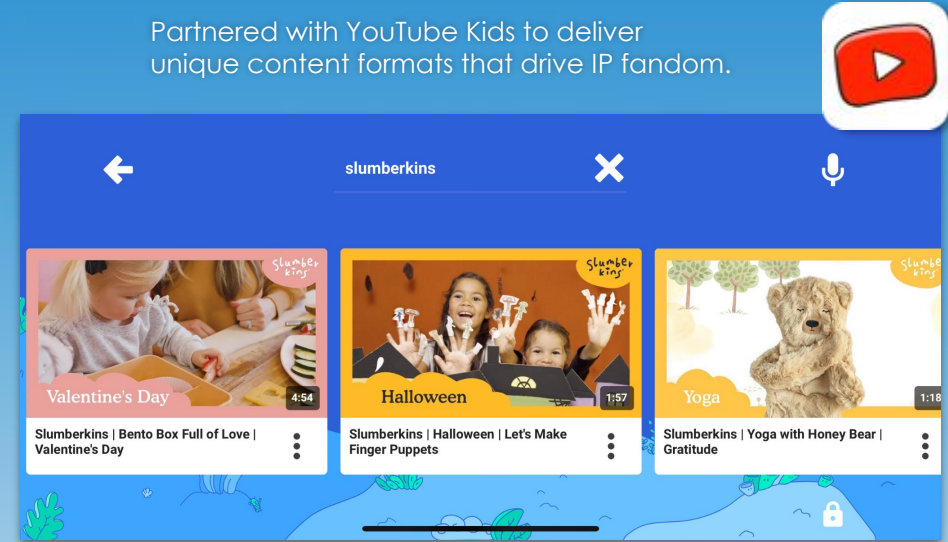
Re-imagined and re-designed Slumberkins.com DTC site and subscription Educator Hub



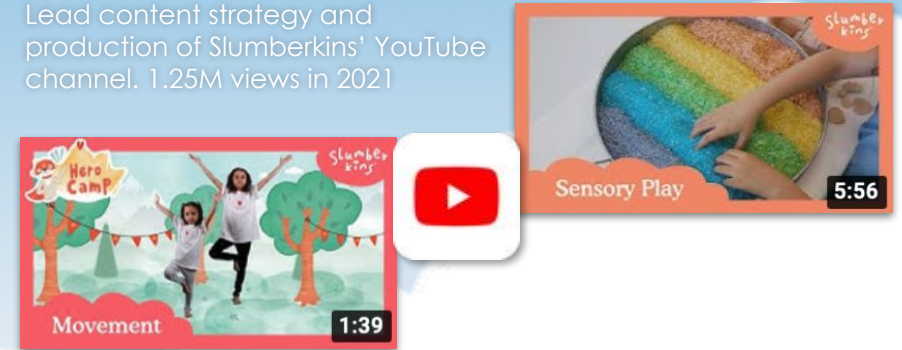
Oversaw strategy, ideation, creative production and development of the Slumberkins daily affirmation app.



Partnered with YouTube Kids to deliver unique content formats that drive IP fandom.



Lead content strategy and production of Slumberkins' YouTube channel. 1.25M views in 2021



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slumber
kins®

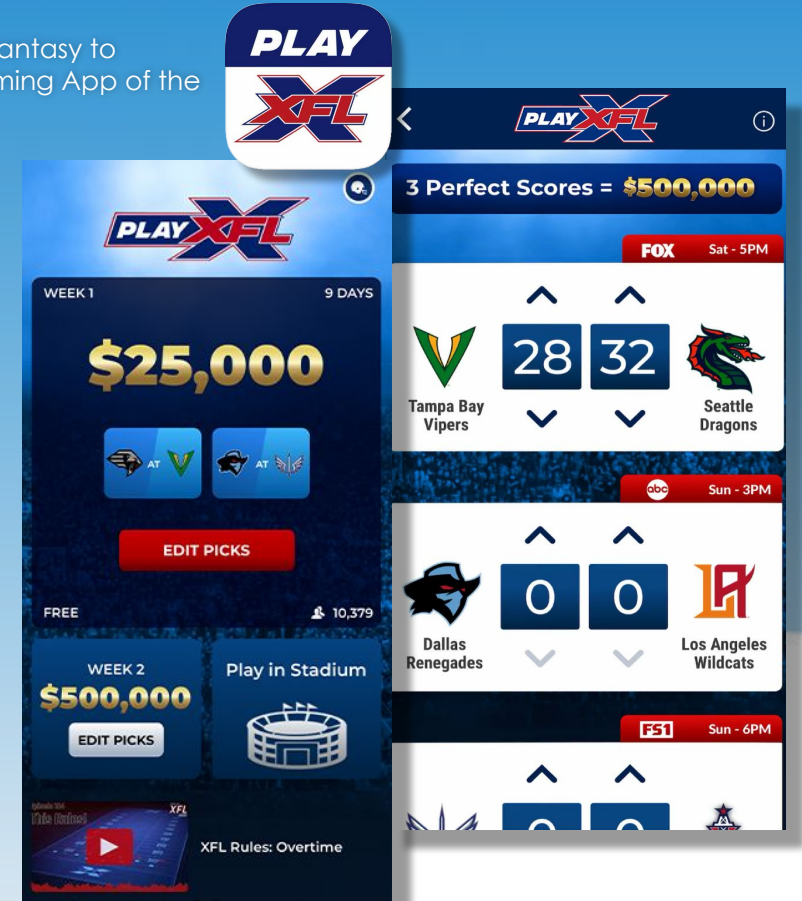
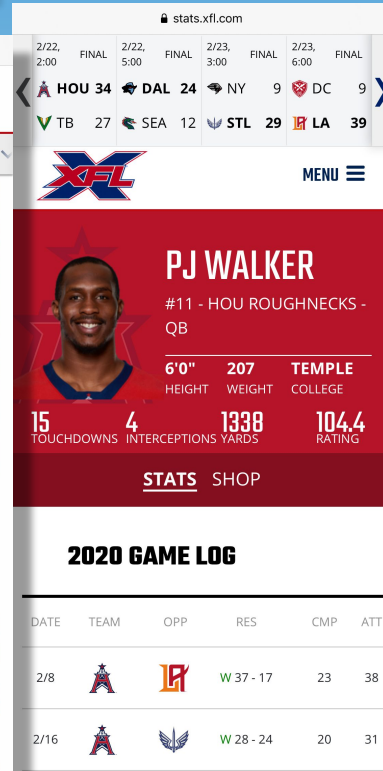
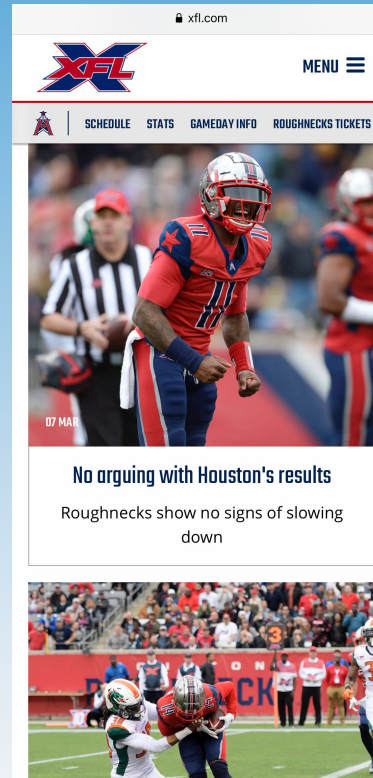
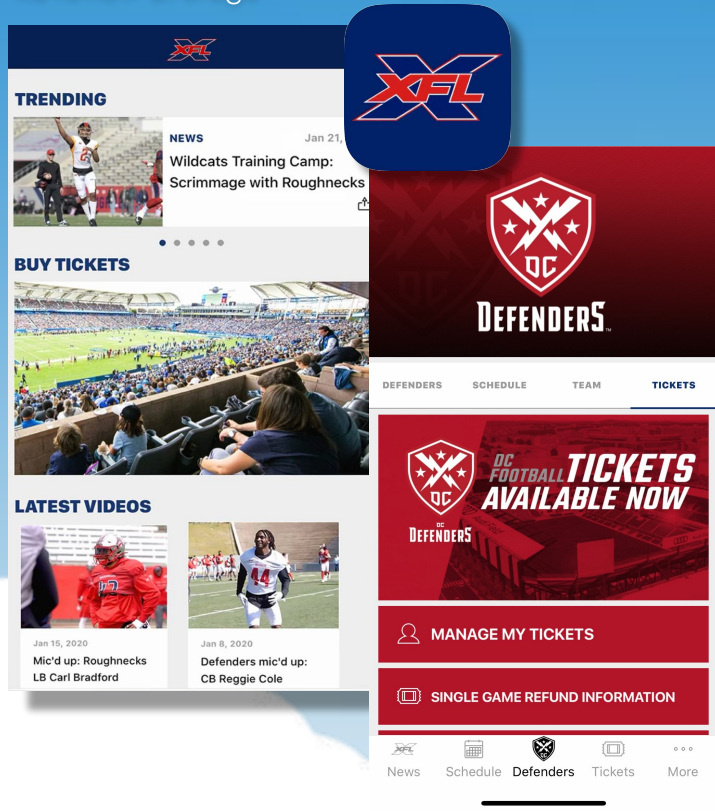
Vice President, Digital Products

Accountable for the strategy and development of the XFL's fan-facing digital product portfolio. Built and led product management team partnering with industry-leading sports technology vendors.

The Official XFL App reached #1 in The App Store sports category, with 13.5K ratings and a 4.8 review average

Partnered with Boom Fantasy to create the Official Gaming App of the XFL

With live stats, editorial content, ticket-purchasing and merchandise, XFL.com reached 2 million users for the season kickoff weekend



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Vice President, Digital

Lead the digital rebranding and launch of Universal Kids. Spearheaded the creation of content and digital platforms including web, mobile apps, TVE, VOD, YouTube and YouTube Kids.

App promo partnership with YouTube Influencer, Guava Juice



YouTube live stream with The Wiggles



Apple AR Kit App launch partner



UNIVERSAL KIDS

SHOWS GAMES SCHEDULE

CHANNEL FINDER zip code

REACTION

AMERICAN NINJA WARRIOR JUNIOR
TAQUITO & SWIRL REACT TO SEASON 1

Junior Ninjas Taquito and Rainbow Swirl reporting for duty! What do they think of American Ninja Warrior Junior? Watch American Ninja Warrior Junior weekends at 6PM!

UP NEXT

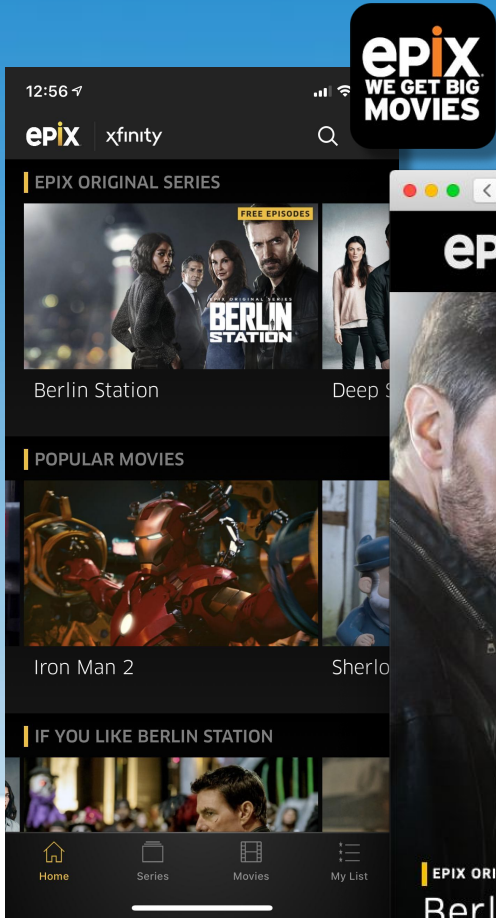
- GO JETTERS GO JETTERS THEME SONG SING-ALONG
- TOP CHEF JUNIOR WATCH EP 11: HARRY POTTER FEAST



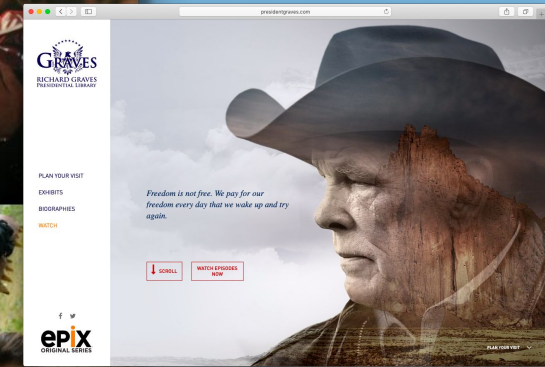
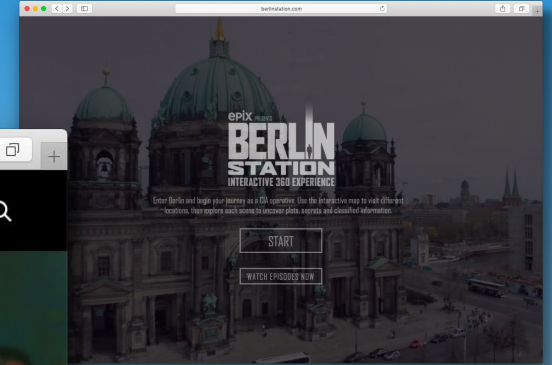
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Senior Director, Digital Programming & Product

Oversaw the relaunch of epix.com, combining third-party creative agencies with in-house technology teams. Managed feature enhancements for EPIX apps across a range of digital platforms.



Cynopsis: Best Digital Video Technology Platform 2016



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Director, Digital Publishing

Built and lead DreamWorks Animation's first vertical digital business, combining incredible in-house creative talent with world-class international development agencies and vendors.



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Senior Producer

Produced over 25 of Disney Consumer Products' first and second generation of premium mobile apps, across iOS and Android and localized for international territories.



Bob Iger
Innovation Award
2013

Apple Book App of
the Year Nominee
2012

Product Innovation Award
Disney Publishing Worldwide
2011

Product of the Year Award
Disney Consumer Products
2013



Consumer Products
and Interactive Media

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