

KYLE REILLY-JOHNSTON

Director, Consumer Product Marketing | AI-Forward Leader

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PROFILE

Product marketing leader with 20 years driving subscriber growth, engagement, and retention for major streaming and entertainment platforms. At Disney+, led a 14-person global PMM team spanning brand strategy, 360-degree integrated campaigns, AI workflow innovation, product launches, loyalty programs, and global expansion across 8 markets. Known for building new playbooks rather than inheriting them, translating deep consumer and cultural insight into strategies that move products forward. Equally fluent in boardroom strategy and street-level culture. Passionate about cross-disciplinary collaboration, servant leadership, and using AI as a creative and operational amplifier.

PROFESSIONAL EXPERIENCE

Director, Global Product Marketing | **The Walt Disney Company - Disney+** | 2022 – 2026

Led end-to-end product and brand marketing strategy for Disney+, managing a global team of 14 across brand positioning, AI workflow innovation, 360-degree campaigns, subscriber experience, loyalty, and Disney+ Perks expansion across 8 global markets.

Playbook Building & Consumer Product Marketing

- ▶ Designed and owned the global product marketing playbook for Disney+. Built frameworks for positioning, launch, lifecycle, and loyalty that were adopted across US, LATAM, APAC, and EMEA regional teams
- ▶ Conducted formal competitive intelligence audits across Netflix, Max, Apple TV+, Peacock, and Paramount+. Findings directly reshaped Disney+'s subscriber value proposition and influenced product roadmap prioritization
- ▶ Built subscriber persona and audience segmentation framework from scratch. Synthesized behavioral data, VoS research, and consumer insights to define high-value archetypes that informed targeting across lifecycle, paid, and in-product channels
- ▶ Presented product marketing strategy and campaign performance directly to Asad Ayaz (CMO, The Walt Disney Company) and SVP/VP leadership, translating complex product and consumer data into actionable executive narratives

Cross-Functional Leadership & Roadmap Influence

- ▶ Actively shaped product roadmap by advocating for consumer-driven priorities partnered with Product, Engineering, and Consumer Insights to influence feature development based on behavioral data and cultural signals, not just reacting to decisions already made
- ▶ Led Global Navigation redesign GTM across Disney+, Hulu, and ESPN - directed strategy, legal alignment, and A/B test coordination for Android Mobile global launch
- ▶ Owned GTM for Verts (short-form content discovery) from A/B test of ~1.4M users through full iOS and Android rollout - led positioning, naming, consumer research, educational video, lifecycle, and launch
- ▶ Led end-to-end brand naming process - consumer testing across 4 candidates, trademark/legal vetting, regional localization, and executive alignment; built repeatable naming playbook adopted across the PMM team

Global Expansion & Cultural Fluency

- ▶ Conceived and scaled Disney+ Perks from 0 to 1 - global subscriber loyalty program expanded across US, Canada, LATAM, and APAC, with LATAM soft launch delivered across Brazil, Mexico, and Argentina in April 2026
- ▶ Drove Hotstar-to-Disney+ migration messaging strategy for ~4M subscribers across SEA markets - developed centralized, localization-ready framework adopted across EMEA and SEA regional teams
- ▶ Owned 360-degree integrated campaign strategy for Disney+ Perks - led architecture from creative brief and agency direction through paid media, lifecycle, push, CTV, owned social, partner co-marketing, and in-product placements across US, Canada, APAC, and LATAM simultaneously

AI Innovation & Team Enablement

- ▶ Architected and deployed AI marketing workflows across a 14-person global PMM team - built prompt libraries, workflow SOPs, and tool-specific playbooks (ChatGPT, Claude, Microsoft Copilot) scaling output across 20+ concurrent workstreams without adding headcount
- ▶ Trained marketers on AI workflows across Disney - reduced time-to-brief by ~40% and accelerated campaign content production by standardizing generative AI for copy, brief writing, and consumer research synthesis
- ▶ Established AI governance framework and responsible use standards - defined brand voice guardrails, quality review processes, and editorial standards ensuring AI-assisted outputs maintained Disney brand integrity
- ▶ Partnered with Product on AI-powered subscriber experience features including Verts' personalized scene-lift feed, ML-driven content recommendations, and dynamic content badging - translating algorithmic capabilities into clear consumer-facing value propositions

Team Development & Culture

- ▶ Led and grew a team of 14 high-performing product marketers - promoted talent from within, actively developed individuals into expanded roles, and created a culture of curiosity, cross-fertilization, and psychological safety
- ▶ Championed servant leadership model - regularly collaborated across brand, creative, consumer insights, and partnership teams to ensure PMM perspectives shaped decisions upstream, not just downstream

Senior Director, Product Marketing | DIRECTV (acquired by AT&T; subsequently spun off as independent company) | 2018 – 2022

Led product and brand marketing, pricing strategy, personalized retention programs, and 360-degree campaign execution across DIRECTV's consumer subscriber base.

- ▶ Launched DIRECTV Stream Retention Strategy- owned GTM strategy, brand positioning, and integrated campaign execution for DIRECTV's new streaming product; developed subscriber value proposition, channel strategy, and messaging framework to differentiate in a competitive OTT market
- ▶ Pioneered 1:1 personalized retention packaging - partnered with data science to deploy an ML algorithm dynamically matching retention offers to individual subscriber risk profiles; generated 26,000 customer saves and \$17M in free cash flow via the Segmented NFL Sunday Ticket initiative
- ▶ Conceived and executed full 360-degree re-brand campaign reaching 90% of the customer base - owned creative brief, agency direction, and channel strategy across digital, direct mail, lifecycle, and broadcast; delivered 29 basis points of churn reduction

Sr. Manager, Sales & Retention Operations | Charter Communications (formerly Time Warner Cable) | 2006 – 2018

- ▶ Built customer audience segmentation and behavioral targeting program contributing to a 7% revenue increase and 4% reduction in churn through more precise offer matching across two Southern California call centers

EDUCATION

MBA California Lutheran University | 3.91 GPA

BA, Communication Studies University of California, Los Angeles (UCLA)

CORE COMPETENCIES

Consumer Product Marketing: Playbook Development · Global GTM Strategy · Product Roadmap Influence · Feature Naming & Launch · Consumer Narrative · Audience Segmentation · A/B Testing · Lifecycle Marketing

Brand & Culture: Brand Positioning & Architecture · Messaging Hierarchy · 360-Degree Campaign Ownership · Creative Brief & Agency Direction · Cultural Intelligence · Gen Z/Alpha Engagement · Partner & Co-Marketing

AI & Innovation: AI Workflow Design (ChatGPT · Claude · Copilot) · Prompt Library Development · AI Governance & SOPs · ML-Powered Targeting · Generative AI for Content & Research · Team AI Enablement

Leadership: 14-Person Global Team · Servant Leadership · Cross-Functional Influence · Executive Communication · Budget Ownership · Talent Development · Global Expansion (LATAM · APAC · EMEA)