

Sera Leggett

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Experience

Netflix 2020 - present | Los Angeles

Product Manager, Cloud Games | Consumer Product Innovation

Building experiences to make games playable on every device where our members enjoy Netflix.

Product Manager, Content Media Foundations | Content & Business Product

Delivered scalable media infrastructure capabilities for the Netflix ecosystem across Content Production, Creative Production & Promotion and Platforms.

Google 2017 -2020 | New York, Los Angeles

Technical Program Manager, Assistant Infrastructure

Improved Google Assistant Developer Platform experience and capabilities while defining and executing long-term strategy to meet growth and expansion of products and technology.

Strategy Operations, Media & Entertainment | Platforms & Ecosystems

Drove product strategy across the media & entertainment verticals by informing product solutions with global & long-term perspective, developing narratives & value propositions, launching ecosystem wide initiatives, enabling partner teams by acting as deal advisor and operational expert, and fostering an active internal and external community.

Global Project Lead, Media & Entertainment

Executed Google Media & Entertainment initiatives across platforms and ecosystems supporting Android, Chrome, Play, YouTube, Clouds, Search, Ads.

Operations Manager, Media & Entertainment

Managed & executed multiple projects across Play & YouTube Movies including redesign of the content ingestion pipeline in complete overhaul of legacy system infrastructure enabling content operations at scale & product features that support commerce, discovery and playback.

O'Reilly Media 2016 - 2017 | Remote

Product Manager, Mobile

Extended and enriched the Safari Books Online e-learning platform while unifying the O'Reilly brand, ecosystem and apps and delivering products & experiences supporting the subscription-based learning platform through development of mobile learning solutions including Live Online Classes and Learning Paths.

Microsoft 2009 - 2015 | Seattle, Paris

Program Management Lead, Xbox Media Services Engineering

Built a world-class catalog and service that processed, managed, published & monitored all media & metadata providing a streamlined service platform for Xbox Movies & TV, and Groove Music.

Program Manager, Xbox Music

Supported the digital pipeline of goods & operational serviceability for Xbox Music media.

Channel Manager, Xbox Business Operations

Supported the end-to-end digital supply chain ecosystem & managed the day-to-day services pipeline of digital entertainment & software products through Microsoft e-distribution channels including Xbox games and downloadable content, avatars, themes, gamerpics, gamer tags, apps, Windows Phone, Microsoft Office, Windows OS, tokens, POSA and currency.

Portfolio Manager, Xbox LIVE

Executed on console, mobile, web & PC gaming platforms and innovated across marketplaces to contribute an industry leading marketplace for digital entertainment services. Launched Avatar Marketplace micro-transaction business and exceeded financial targets by +200% through partnerships with key content license holders & content acquisition. Managed +90M Xbox LIVE Personalization portfolio, managing & driving personalization strategy to meet long-term category growth & gross margin targets.

Education 2000 - 2005

Western Michigan University

Bachelor of Business Administration, Management