

# KYLE REILLY-JOHNSTON

Director, Product Marketing | AI-Forward Leader

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## PROFILE

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Product and brand marketing executive with 20+ years driving subscriber growth, engagement, and retention for major streaming and entertainment platforms. At Disney+, led a large global PMM team with significant budget ownership, spanning strategy, 360-degree integrated campaigns, AI workflow innovation, product launches, loyalty programs, and global expansion across 8 markets. Known for translating complex products into compelling consumer narratives, building AI-powered marketing capabilities from the ground up, and delivering measurable business impact at scale.

## PROFESSIONAL EXPERIENCE

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

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

### Brand Strategy, Positioning & Campaign Leadership

- **Defined brand positioning and messaging hierarchy** for the full Disney DTC portfolio - established distinct subscriber value propositions for Disney+, Hulu on Disney+, and ESPN on Disney+, unifying cross-portfolio brand storytelling while preserving each brand's identity across every consumer touchpoint
- **Owned 360-degree integrated campaign strategy for Disney+ Perks** - led campaign architecture from creative brief and agency direction through paid media, lifecycle email, push, CTV, owned social, and in-product placements across US, Canada, APAC, and LATAM
- **Directed brand campaign strategy and messaging hierarchy for major tentpole moments** - coordinating messaging alignment across PR, Comms, and Franchise Marketing
- **Authored creative briefs and directed agency and in-house creative teams** for product launches (Verts, Disney+ Perks brand assets, seasonal campaigns), managing full creative lifecycle from strategic brief through final delivery
- **Led competitive intelligence audits** across Netflix, Max, Apple TV+, Peacock, and Paramount+: findings directly reshaped Disney+'s subscriber value proposition and influenced feature prioritization on the product roadmap
- **Built subscriber persona and audience segmentation framework** - synthesized behavioral data, VoS research, and consumer insights to define high-value subscriber archetypes that informed targeting across lifecycle, paid, and in-product channels

### AI Workflow Innovation & Team Enablement

- **Architected and deployed AI marketing workflows across a global PMM team** - built a comprehensive system of prompt libraries, workflow SOPs, and tool-specific playbooks that scaled team output across concurrent workstreams
- **Reduced time-to-brief by ~40% and accelerated campaign content production** by standardizing generative AI use for copy drafting, brief writing, and consumer research synthesis, enabling faster strategic pivots and velocity.
- **Established AI governance framework and responsible use standards** for the PMM team - defined brand voice guardrails, quality review processes, and editorial standards to ensure AI-assisted outputs maintained consistency, accuracy, and 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 and launch messaging
- **Applied AI-powered consumer research synthesis** using large language model tools to pattern-match across VoS data, qualitative transcripts, and social listening - compressing multi-week insight cycles into days and enabling faster, evidence-backed strategy decisions

### Go-to-Market, Product Launches & Global Expansion

- **Owned GTM for Verts** (short-form content discovery) from A/B test through full iOS and Android rollout - led positioning, naming, consumer research, educational video, lifecycle, push, and XFN launch coordination
- **Led product marketing for Global Navigation redesign** across Disney+, Hulu, and ESPN - directed GTM strategy, legal and PCON alignment, and A/B test coordination for L2 sub-navigation launch
- **Led end-to-end brand naming process** - from strategic brief through consumer testing (4 name candidates), trademark and legal vetting, regional localization, and executive alignment; built repeatable naming playbook adopted across the PMM team
- **Drove Hotstar-to-Disney+ migration messaging strategy** for subscribers across SEA markets; developed centralized, localization-ready framework adopted across EMEA and SEA regional teams

- **Conceived and scaled Disney+ Perks** from 0 to 1 - global subscriber loyalty program expanded to 8 markets across US, Canada, LATAM, and APAC; delivered LATAM soft launch in April 2026 across Brazil, Mexico, and Argentina

### Subscriber Engagement, Insights & Measurement

- **Managed annual marketing budget** - owned allocation across paid media, research, vendor partnerships, and program investments; delivered quarterly budget strategy and performance reviews
- **Ran A/B/C in-app messaging test** driving **+0.45% lift in profile creations**, scaled test to LATAM, EMEA, & APAC
- **Commissioned Content Badging consumer research** - showed badging boosted discovery for 71% of users and accelerated decision-making for 66%; findings directly shaped product and programming strategy
- **Managed strategic vendor relationships** including Epsilon (loyalty and gamification tech), overseeing scope, deliverables, and KPI performance

### Senior Director, Product Marketing | DIRECTV

2018 – 2022

*Led product and brand marketing, pricing strategy, AI-powered 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**
- **Built subscriber segmentation framework from scratch** using behavioral and transactional data to define high-value at-risk audience segments; directed 20+ personalized engagement campaigns monthly, contributing to an **8% increase in premium sales**

### Director, Product Marketing | AT&T TV

Jul 2018 – Nov 2018

- Executed data-driven, segmented retention campaigns that exceeded company churn goals; applied behavioral data to match offer type and channel to individual subscriber risk profiles, driving NPS improvement and revenue growth

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

Feb 2006 – May 2018

- Built customer audience segmentation and behavioral targeting program that contributed 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

**Brand & Strategy:** Brand Positioning & Architecture · Messaging Hierarchy · 360-Degree Campaign Ownership · Creative Brief & Agency Direction · Competitive Intelligence · Audience Segmentation · Pricing Strategy

**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

**Product Marketing:** Go-to-Market Strategy · Product Roadmap Influence · Feature Naming & Launch · Consumer Insights · A/B Testing · App Store Marketing · Partner & Co-Marketing

**Growth & Loyalty:** Subscriber Retention · Churn Reduction · Loyalty Program Development · Lifecycle Marketing · Paid Media · CTV · Tentpole Campaign Strategy

**Leadership:** Budget Ownership · 14-Person Global Team · Executive Communication · XFN Stakeholder Management · Vendor & Agency Management · Global Expansion (LATAM · APAC · EMEA)