

# JOEY SANTIAGO

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## Senior Engineering & Telecommunications Executive

DRIVING MARKET-LEADING STRATEGY AND EXECUTION OF PRODUCT, OPERATIONAL, AND TECHNOLOGICAL EXCELLENCE

Visionary executive leader with a career narrative of aligning business and technical needs to achieve scalability, growth, cost savings, and stability. Exceptional team builder and people manager proven capable of leading and empowering diverse global teams of 650+ while driving operational excellence and optimizing \$100M+ budgets. Trusted advisor to CXO for mastery of industry trends, business strategy, integrations, and automation.

### Signature Leadership Attributes

Product Strategy ▪ P&L Management ▪ Strategic Vision, Planning, & Execution ▪ M&As  
Stakeholder Management ▪ Technical Vision ▪ Budget Management & Forecasting  
Enterprise Leadership ▪ Team Building & Employee Engagement ▪ Change Management  
Interpersonal Skills ▪ Executive-Level Presentations ▪ Complex Problem-Solving

### Delivering Results

- *Centralized 5 regional NOCs, improved NPS score 15%, and reduced OpEx 35% YOY at Libertad Latin America*
- *Integrated AVS across all Caribbean and 2 LATAM countries, boosted NPS & reduced OpEx budget 20% at W&C*
- *Consolidated multivendor applications into a single-standard platform model to optimize operations at Corpcast*

## EXECUTIVE CAREER PATH

### Libertad Latin America (NASDAQ: LLAV and LLAVK)

2019 – Present

A part of \$12B Libertad Global and a leading telecommunications company operating in over 20 countries in the Caribbean and LATAM

#### Senior Director NOC, LATAM & Caribbean

*Consolidated 5 entities across LATAM and Caribbean countries, each with their own network operating company (NOC) under a centralized NOC within 1 year. Optimized resources by 50% through centralization and use of AI to drive process improvements.*

Brought on to evaluate network operations for all of LLA and to draft a blueprint for consolidation of operationally unique organizations. Recruited a world-class multi-functional team to execute NOC consolidation using Agile practices for integration. Additionally, entrusted to analyze cost and complexity of proposed acquisitions for executive decision-making. Accountable for B2B, B2C, and Voice (largest voice carrier in LATAM) NOCs, including 690 employees, 24/7/365 operations, and an OpEx/Support Services/CapEx budget of ~\$10M.

- **Increased NPS by 10-15% across all operating companies** through improved service and reductions in outages. Implemented an automated consumer call during known outages to proactively inform customers while reducing costly human interaction.
- **Introduced AI automation to reduce mundane NOC tasks by 20% YoY**, with a target of 5% continued YOY reduction in human interaction. Established a database to gather information for continued automation.
- **Reduced OpEx 35% YoY** (2-year plan) by reallocating resources to an efficient central location.
- **Standardized processes across B2C and B2B NOC** in Tier-1, Change, Major Incident, and Problem Management within 1 year.
- **Improved Mean Time-To-Repair (MTTR) across all markets by 5% in year 1**. On target for 5% YoY continued improvement.
- **Integrated 5 separate ticketing systems to a single platform** to improve efficiency and synergize common processes.
- **Promoted diversity and improved communication** through a collaboration with HR and the University of Colombia.

### Wireless & Cable Communications, Inc. (W&C) – Miami, FL

2016 – 2019

UK HQ'd \$1.75B telecommunications company owned by Libertad Latin America, operating in the Caribbean and Central America

#### Vice President, Video Engineering & Innovations

*Led the launch of Flow TV AVS across all Caribbean countries and 2 Latin American countries; developed a standardized blueprint for integration, accounting for regulatory and operational differences of each country. Executed flawlessly within 1 year.*

Instilled a next-generation, consumer-focused mindset within the BU and partnered with Executive Directors of each country to ensure seamless integration. United X-functional teams to plan and execute Agile deployment. Delivered industry-leading NPS scores with direct impact on growth and revenue. Leveraged a la carte capabilities to drive sales among regional hotels. Manage \$15M CapEx budget.

- **Attracted and retained new subscribers on AVS** by collaborating with Product team to launch several rich video service features, including Enhanced Video Statistics and Audience Measurement.
- **Cut OpEx budget 20%** after driving internal operational improvements and incorporating low-cost developers in LATAM.
- **Established formal Operational functions to maintain end-to-end video network** utilizing KPI; strengthened internal processes to attain multi-tier hand-offs within Operations and Video Engineering.
- **Initiated RDK and One Back-Office deployment in Caribbean**. Supported European counterpart for a parallel launch.

# JOEY SANTIAGO | Senior Technology Executive – Telecommunications

**SeeChange Global, Inc. (NASDAQ: SEEC) – Milpitas, CA**

2013 – 2016

*Top-ranked global supplier of video delivery software and back-office solution (middleware) for cable and telecommunication operators*

## Senior Director, Engineering Operations & General Management

*Recruited by former Corpcast manager, now CEO of Libertad Latin America (LLA), to liaise between SeeChange Global and LLA as the company supported LLA's European Reference Design Kit (RDK) rollout.*

Revitalized productivity to new heights across all technical and non-technical functions at SeeChange In-Home. Managed Advanced Open-Source Architecture (middleware), User Experience (UX), and Customer Solution teams comprised of 115 employees across 4 global locations. Owned \$22M revenue growth business; Optimized CapEx and saved over 15%.

- **Successfully planned and launched middleware products in 2 countries** with RDK implementation averaging 500K subscribers.
- **Formed the Technology Group**; created vision, promoted its charter, and developed processes.
- **Evangelized BU strength to customers and partners worldwide** on RDK and non-RDK (IPTV).

**MassivePath, Inc. – San Jose, CA**

2009 – 2012

*Premier end-to-end facilities-based data, VoIP, and security-technologies provider*

## Director, National Network Assurance Planning / IP Planning & Engineering

*Identified acquisition targets to support aggressive growth goals; pioneered a \$26M synergy model to define key roadmaps for integration of 3 multi-million-dollar enterprises.*

Orchestrated operations within IP Planning and Engineering Department responsible for servicing 240+ metropolitan areas. Communicated all points of synergy and strategic modeling to expand business operations and market reach through acquisitions. Provided multiple change-management initiatives augmenting Network Operation Center infrastructure, including corporate requirements and internal controls to strengthen operations while ensuring unilateral regulatory compliance.

- **Optimized IP traffic nationwide and achieved a 20% savings** in capital expenditures.
- **Lowered network outages 15%** by implementing a sweeping network-security compliance program throughout the core network.
- **Sustainably strengthened internal processes** through the authoring of detailed cross-company operational requirements and an end-to-end network core operational plan.

## Technical Expertise

Cloud-Based Applications

Automation

Artificial Intelligence (AI)

Technological Analysis

Enterprise Architecture

Network Infrastructures

Hardware & Software

Contact Center Technology

Systems Design

Video End-to-End Solutions

IP Network & Cable  
Technology

Product & Service Integrations

Network Operations

Process Engineering

Quality Assurance (QA)

**Corpcast Corporation (NASDAQ: CRKS) – Denver, CO**

2003 – 2005 / 2007 – 2009

*Global media and technology company operating 2 industry-leading entities, Corpcast Cable and MBCUniversal Media, LLC*

## Director, Systems Integration & Testing (2007 – 2009)

*Spearheaded the consolidation of multivendor applications into a single-standard platform model, leading to significant operational efficiencies and improved capabilities for subsidiary integrations.*

Developed collaborations with vendor network to chart centralization strategies for streamlining multivendor applications. Leveraged industry SMEs to define equipment needs and regulatory standards. Drafted and administered annual operating budget, built and led a 24-member Testing and QA Operations team, and owned end-to-end integration activities.

- **Accelerated testing processes 50%** through the inauguration of robust client-automation testing.
- **Seamlessly delivered complex integration** of applications and next-gen set-top boxes into subsidiary companies.
- **Decreased development-to-qualification lifecycle 20%** by introducing multiple efficiencies across testing and integration.

## PRIOR EXPERIENCE

Director – National IP Operations | *Quest Communications (2005 – 2007)* // Engineering Manager | *Corpcast Corporation (2003 – 2005)*

## SELECT PATENTS

Detailed Ways of Supporting Messaging Using Set-Top Box | 0063,123

2009

Dynamic Interactive Ad Integration into Content Stream Through IP Network | 0007,321

2009

## EDUCATION

Master of Science, Computer Information Technology | University of Pennsylvania – Philadelphia, PA

Bachelor of Science, Electrical / Electronics Engineering | Michigan State University – East Lansing, MI