

Adam J Martin

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What I Do

Provide strategic leadership and dynamic solutions for delivering high quality interactive streaming media experiences across multiple digital platforms for enterprise media organizations.
Develop flexible, scalable systems that leverage the power of distributed networks and meet the needs of a diverse, digital audience.

Expertise

Content Delivery Network Integrations | Streaming Servers and Technologies | Multimedia Editing Software
Enterprise Media Encoding Systems | Digital Asset Management | Content Management Systems
Vendor Negotiations | Business Continuity Planning | Project Management | Agile Development

Professional Experience

Supervisor, Digital Media Production | Nation Public Radio (NPR) Present - 2006
Washington, D.C. - Culver City - Boston – New York City

- Product Owner for NPR Digital Media Delivery Services
- Lead infrastructure and operations teams responsible for managing and distributing digital media content across all digital platforms. Includes: audio/video encoding, live and on-demand streaming, podcasting, mobile solutions and management of more than 35K hours of archived programming.
- Develop strategies and build key business partnerships to support delivery of audio and video content to emerging platforms and connected devices.
- Plan, forecast and track capital and operating budgets for digital media infrastructure.
- Define key performance indicators to monitor, measure and evaluate core services and platforms.
- Architect and document business continuity and disaster recovery plans to support critical services.
- Supervise six direct reports coordinating schedules, professional development and evaluations.

Recent Projects Include:

- ABR streaming with DVR support for live video to desktop, mobile and connected devices
- Technical lead for NPR Digital's multiplatform coverage of annual SXSW Music Festival, Newport Folk + Jazz Festivals, 2010 and 2008 U.S. Elections and 2009 Presidential Inauguration
- Dual CDN integration to improve performance and reduce costs of global content delivery
- Business continuity solutions for IP-based programming acquisition and distribution
- Disaster recovery planning for critical digital media distribution services and rich media archive
- Mobile audio/video streaming solutions for iPhone/iPad, Blackberry, Android and Symbian OS
- Enterprise encoding platform / CMS integration to provide flexibility and scale of services

Digital Media Content Developer | NPR Washington, D.C. 2006 – 2003

- Develop strategies for managing, distributing and delivering multimedia content across digital platforms
- Collaborate with editors, programmers and designers to develop NPR's award-winning multimedia content
- Produce Live and On-Demand Streaming Webcasts
- Edit and encode audio/video content for digital distribution

Production Coordinator | RadioBoston.com Boston, MA 2002 – 2000

- Provide training and leadership for diverse staff of professional and volunteer producers and programmers
- Develop effective automation workflow strategies at the start-up level for content creation and distribution
- Implement standard operating procedures and quality assurance controls for live and on-demand webcasts

Education and Professional Development

Certified Scrum Product Owner FoxHedge LTD	September 2010 Arlington, VA
Project Management Training ESI International	Spring 2008 Washington, D.C.
MA Interactive Media American University School of Communication	May 2007 Washington, D.C.
BS Broadcast Journalism Boston University College of Communication	May 2001 Boston, MA