

ADAM BAIRD

PROFESSIONAL SUMMARY

A dynamic technology leader with over 20 years of experience specializing in media and entertainment, cybersecurity, and digital transformation. Leading technology organizations at organizations such as Rooster Teeth Productions, Warner Brothers Discovery, and more.

EXPERIENCE

Sr Director, Head of Technology, 05/2021 to 11/2024

Warner Brothers Discovery - Remote

Rooster Teeth is a pioneering media and entertainment company with a global footprint of more than 45 million YouTube subscribers, 5 million unique monthly visitors to RoosterTeeth.com, and 3 million registered community members.

- Represented Rooster Teeth within Warner Brothers Discovery. (previously WarnerMedia, AT&T, Otter Media, & Fullscreen.)
- Developed talent pipeline and guided teams across Product & Engineering, Animation Engineering, Business Intelligence, eCommerce, QA, IT and Helpdesk, emphasizing continuous improvement and stakeholder trust.
- Collaborated with legal, accounting and other professionals to ensure our teams exceed PCI, GDPR, and ISO 27001 regulatory requirements.
- Organized Artificial Intelligence efforts following emerging tools, trends, and technologies surrounding AI. Participated in WBD Strategy review meetings for ethical use of Artificial Intelligence Software.

Creative Technology, Fractional CIO, 05/2017 to 06/2021

Freelance - Vancouver, BC

Provided technology, product, and engineering consultancy for 20+ CEO/CPO clients across AI, Media, and tech startups.

- Supporting technical excellence at AssessRE, Papercut Films, BrainSurprise, Titeg, Litlingo, Dotlab, Alto, Timeless Trends, MrBeast, UnspeakableVlogs, and FloSports and more.

Director of Technology, 05/2011 to 05/2019

Rooster Teeth Productions - Austin, TX

Early Technical Hire. Scaled business from 13 to 750+. Viral growth of internet sweetheart.

- Directed high-performing Network Engineering and Help Desk teams across three cities, ensuring smooth operations across 9 buildings, serving all employees and managing thousands of devices.
 - Lead Product & Engineering teams responsible for in-house distribution platform, with core expertise in high-traffic architecture design, Amazon Web Services, Docker, Kubernetes, and plethora of programming languages and frameworks.
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CERTIFICATIONS

Basic & Advanced Operations Drone Pilot

Motion Picture Industry Orientation

previously Scrum Master (expired 2017)

previously CCNA (expired 2009)

CONTACT

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SKILLS

- Strategic Leadership
 - Mergers & Acquisitions
 - Technology Governance
 - Development & Engineering
 - Cybersecurity Organization
 - Vendor & Contract Management
 - Regulatory Compliance
 - P&L Ownership
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ACCOMPLISHMENTS

- Employee of the Year, 2015 - Rooster Teeth Productions
 - Technical leadership behind RoosterTeeth's *billions of impressions*.
 - Produced E3 Presented by YouTube, Extra Life Charity Stream, Day of Doom, and several others. Brand interaction with Google, Bethesda, Microsoft, and hundreds of video game studios pushing millions of views.
 - Produced Lets Play Live, Lets Play Live Tour, and AH Live Theater Shows. 11 Cities Worldwide & 100,000+ attendees.
 - Technology Lead for RTX, a multi-convention event bringing together over 65,000+ visitors to Austin, London, and Sydney.
 - On-Prem website migration to cloud during 9Gbps sustained DDOS. Future DDOS mitigation in the 400Gbps range;
 - Helped Endometriosis startup move their machine learning models to the cloud and helped bring their product to market.
 - Helped ex-Uber Startup run tensorflow ML models and GPU-enabled containers at scale on multi-cloud kubernetes cluster.
 - Helped Real Estate startup automate their CI/CD pipeline for realtime building statistics for investors.
 - Secured faith-based organizations from international threats and middle-eastern surveillance.
 - Security Researcher.
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