

ADAM BAIRD

PROFESSIONAL SUMMARY

A dynamic technology executive with over 20 years of experience driving innovation across media, entertainment, and digital transformation. Proven success leading high-performing technology organizations at Rooster Teeth, Warner Brothers Discovery, MrBeast, and other global brands. Expert in uniting creative and technical teams to deliver scalable systems, secure infrastructure, and unforgettable audience experiences.

EXPERIENCE

Technology Consultant, 06/2025 to Current

Various - Vancouver, BC

- Lead due diligence and M&A initiatives for unannounced media and production studio acquisitions, evaluating technology, infrastructure, and integration opportunities.
- Drive development and market validation for emerging community, comedy, and fandom projects, shaping early-stage product direction and go-to-market strategy.

Sr Director, Head of Technology, 05/2021 to 03/2025

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, and 3 million registered community members.

- Provided strategic technology leadership across Production Broadcast, IT, Engineering, eCommerce, and BI teams, aligning operations with Warner Brothers Discovery's enterprise goals.
- Oversaw infrastructure, broadcast, and IT systems supporting live and studio productions, post-production workflows, and digital distribution—modernizing legacy systems for scale and reliability.
- Represented Rooster Teeth at the Warner Brothers Discovery executive level, aligning creative, technical, and corporate priorities to deliver innovation across entertainment and technology portfolios.
- Directed cross-functional business technology teams spanning Product, Engineering, IT, and Helpdesk in multiple geographies, implementing service-oriented, customer-focused support models.
- Developed and executed cybersecurity and compliance programs, maintaining PCI, GDPR, and ISO 27001 adherence across multiple properties and SaaS systems.
- Championed AI adoption and ethical use frameworks, organizing cross-departmental initiatives that identified emerging tools and accelerated productivity while mitigating risk.

CONTACT

Address: Vancouver, Canada V6B0H7

Phone: 1-604-785-8268

Email: adam.baird@gmail.com

WWW: adambaird.ca

WWW: linkedin.com/in/grufftech

WWW: github.com/grufftech

SKILLS

- **Strategic Technology Leadership**
 - **Technology Governance & Transformation**
 - **Broadcast & Venue Systems**
 - **Cybersecurity & Compliance**
 - **Engineering & Product Delivery**
 - **Vendor & Contract Management**
 - **Financial & P&L Stewardship**
 - **Emerging Technology & AI Strategy**
 - **Team Development & Mentorship**
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ACCOMPLISHMENTS

- **Employee of the Year (2015)** – Recognized for technical excellence and leadership at Rooster Teeth Productions.
- **Scaled Media Infrastructure** – Provided technical leadership behind Rooster Teeth's multi-billion-impression digital apps and global fan community.
- **Live Event Technology Lead** – Directed broadcast and venue systems for *Let's Play Live* tours and *Achievement Hunter Live* shows across 11 cities, engaging over 100,000 attendees.
- **Convention Technology Leadership** – Served as Technology Lead for RTX conventions in Austin, London, and

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

Freelance - Vancouver, BC

Advised 20+ CEO/CPO clients across AI, Media, and technology sectors, providing fractional executive leadership in technology strategy, product development, and IT operations.

- Created and executed technology roadmaps for startups and creative organizations, overseeing software, infrastructure, and IT support ecosystems.
- Guided client companies through digital transformation, cybersecurity, and scalable systems architecture, improving efficiency and data integrity.
- Integrated emerging technologies and automation tools to drive revenue growth, data-driven decision-making, and customer engagement.
- Delivered hands-on leadership in broadcast and media technology for clients such as MrBeast and FloSports, enabling high-quality video, live event, and post-production workflows.

Director of Technology, 05/2011 to 05/2019

Rooster Teeth Productions - Austin, TX

Early technical hire responsible for scaling Rooster Teeth from 13 to 750+ employees across multiple countries, evolving it into one of the most influential online entertainment brands of its time.

- Mentored cross-functional managers and engineers, fostering a culture of curiosity, autonomy, and continuous improvement aligned with corporate growth objectives.
- Built and led Product & Engineering teams for RoosterTeeth.com and mobile apps —designing high-traffic systems to support millions of fans.
- Partnered with vendors, facilities, and internal departments to deliver best-in-class digital signage, mobile app, and fan engagement technology at live RTX events world wide.

REFERENCES

Jordan Levin

- *Strategic Advisor - Prev. GM Rooster Teeth, CCO NFL, EVP XBOX original programming, CEO The WB*

Burnie Burns

- *CEO, Box Canyon Productions - Prev. CEO / CCO, Rooster Teeth*

Jon Fein

- *CIO & Managing Director, Wells Fargo - Prev. CIO Warner Media, Time Warner, Time Inc.*

Yury Adamov

- *Sr. Director, Global Corporate Strategy Warner Brothers Discovery - Prev. AT&T SportsNet, HBO*

Contact details available at request.

Sydney, supporting 65,000+ attendees across multiple venues.

- **Major Event Production** – Led technology operations for *E3 Presented by YouTube, Extra Life Charity Stream, Day of Doom*, and partnerships with Google, Microsoft, and Bethesda—delivering millions of live and on-demand views.
 - **Enterprise Cloud Migration** – Executed on-prem to cloud migration during a sustained 9 Gbps DDoS attack; engineered future mitigation scaling to 400 Gbps capacity.
 - **Cybersecurity & Risk Reduction** – Helped secure high-profile individuals and organizations from international threat actors and surveillance risks.
 - **AI & Machine Learning Enablement** – Guided startups in deploying TensorFlow and GPU-enabled ML models on multi-cloud Kubernetes clusters, accelerating product launches in health and real estate analytics.
 - **Automation & CI/CD Modernization** – Designed automated CI/CD pipelines and real-time analytics systems for emerging startups in real estate and biotech.
 - **Security Research**
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