

# Michael A. O'Neill

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## Experience

### Sr. Product Manager, AI & Prototype-Driven PM | Disney Streaming 2025 to present

- Redefined my product discovery process for the AI era by replacing speculative PRDs with rapid AI-assisted prototyping, validating product architecture & user workflows before implementation.
- Defined a phased adoption strategy from single-user validation through trusted domain experts, proving the product feedback loop before broader engineering investment.
- Designed a human-in-the-loop context platform that captures subject matter expertise during normal analytical workflows, transforming tacit knowledge into trusted context for humans and AI agents.
- Created an evidence-to-canon model allowing AI systems to continuously learn from expert interaction rather than static documentation, establishing the foundation for trusted organizational memory.

### Sr. Product Manager, Streaming Playback | Disney Streaming 2022 to 2025

PM'd a large data engineering team which provides the AI/ML platform for Disney+ and ESPN customer engagement data, transforming tens of billions of events emitted daily by streaming apps into high quality descriptions of the customer playback experience.

- Brought Disney Streaming's streaming playback analytics platform from 0 to 1 to 2, transforming 10+ trillion annual playback events into hundreds of billions of representations of customer viewing experiences with sub-15-minute latency across Disney+ and ESPN.
- Established the playback data foundation powering Disney Streaming's ML-driven content recommendations, studio and talent royalties, content partner reporting, customer operations, advertising billing, and media product engineering.
- Unified playback data across multiple brands, technology stacks, and schemas, consolidating five semi-redundant pipelines into a single streaming platform and avoiding approximately \$1.2M in annual cloud compute costs.
- Identified a missing behavioral abstraction—intra-session playback—and transformed it into a reusable platform capability, evolving from live-edge streaming analytics to powering Super Bowl streaming measurement and Disney Streaming's first-party audience insights platform for content partners.
- Anticipated user needs by creating capabilities before formal demand existed, validating solutions with early adopters, and growing Disney Streaming's playback analytics platform into an organically adopted enterprise product.
- Established a product and engineering operating model that prioritized reliability over feature velocity, achieving a perfect 24×7×365 uptime record for Disney Streaming's near real-time playback analytics platform since April 2024 while reducing key playback anomalies to millionths of a percent of daily playback sessions.

### Sr. Product Manager | Microsoft Azure 2019-2022

Built Azure's code-to-customer engineering insights platform, growing from 0 to ~450 monthly users supporting quality, security, and compliance across thousands of Azure services.

- Automated collection of change management audit evidence, saving ~2 weeks preparation time per audit, potentially totaling hundreds of developer weeks across a 70k dev organization.
- Revealed inconsistent definitions of "prod" across Azure engineering while researching AI models to predict customer-facing outages based on test, pull-request, and CI/CD activity, catalyzing an organization-wide effort to standardize engineering release models.

## **Sr. Product Manager | Microsoft, Windows & Devices Marketing**

**2015-2019**

Joined Microsoft's Windows marketing organization to build the customer targeting platform for Windows 10 and Microsoft's next generation of consumer products powering personalized customer engagement across ~40 billion annual customer touchpoints.

- Owned the customer targeting platform powering personalized marketing campaigns across Microsoft's consumer products, including [Xbox Year in Review](#), recipient of a 2016 Games-related Webby Award.
- Built a new event-driven CRM platform for Windows 10, Xbox, and Surface, enabling low-latency customer engagement and experiments that overturned assumptions about browser choice, reshaping Microsoft's customer acquisition strategy.

## **Product Manager | Microsoft, Xbox Commerce Platform**

**2014 - 2015**

Chose to move from product marketing into product management to pursue a passion for data, joining the Xbox team during the transition from points to currency stored value.

- Redirected a planned \$5M investment to recover \$17M in expiring gift card balances by proving through customer analytics and A/B experimentation that most dormant balances were unrecoverable. Applied the resulting insight—that surfacing stored value drives spending—to Xbox One, increasing customer spending and generating positive social engagement.

## **Sr. Product Marketing Manager | Microsoft Office 365**

**2010 - 2014**

Led a small business operations team innovating the analytics of customer usage & deployment profiles to help Office 365's Enterprise subscribers through major re-platforming events.

- Served as the public face of two disruptive change events for Office 365 customers, from direct interactions with officers of Fortune 500 customers and resellers, to trade show presentations to Office partners, to breadth communications.
- Successfully advocated replacing a costly, bespoke CRM-based BI & communications system built and run by my team with a centralized alert center within Office 365; and
- Replaced Office's traditional version-by-version support policy with one designed for the cloud, aligning the entire business, from sales and marketing to engineering and QA/test.

## **Sr. Product Marketing Manager | Microsoft Windows**

**2008 - 2010**

- Created a central web server share reporting and analytics system which convinced executive leadership on a long-term metric (including a 0% gain in year one) that Sales rallied around and achieved.
- Developed data-driven market model for the web platform business that changed our focus from a few marquee sites (5% of measurable share) to the breadth developers driving demand.

## **Product Marketing Manager | Visual Studio**

**2006 - 2008**

Increased VB.NET usage among all VB developers from 51% in 2006 to 74% in 2008.

## **Education**

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**University of California Berkeley Extension:** Certificate in Data Science

**New York University's Stern School of Business:** Master's in business administration

**University of Chicago:** Bachelor of Arts; Pre-Law, Near-Eastern Languages & Civilizations

## **Skills & abilities**

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Databricks | Snowflake | SQL | Python | Kusto Query Language | Azure Data Lake | ETL/ELT | PowerBI | PowerShell | GDPR & data privacy | A/B Experimentation | Regression analysis | Forecasting | Binary classification | Cluster analysis | Anomaly detection | Customer relationship marketing | Marketing campaign analytics