

EUNICE QUEZON

Senior Product Strategist | Business Strategy & Executive Storytelling

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PROFESSIONAL SUMMARY

15+ years shaping and validating new product directions across media, entertainment, and AI ecosystems through strategic business modeling, executive storytelling, and commercial lens assessment. Expert in identifying product opportunities in rapidly developing markets, translating technical possibilities into commercially viable strategies, and driving cross-functional alignment through compelling narrative frameworks. Proven track record working across studio, partner, and external-facing environments with Fortune 500 entertainment companies and emerging AI platforms.

PROFESSIONAL EXPERIENCE

Principal Product Strategist, AI & Automation

Story Architechs | Remote

May 2023 – Present

Led strategic assessment of product opportunities across AI and automation ecosystem for enterprise clients, with focus on commercial viability and market validation.

- **Assessed multiple product opportunities in media and AI ecosystem**, delivering strategic recommendations and implementation roadmaps for Fortune 100 entertainment and tech clients
- **Shaped new GenAI animation product directions** leveraging ElevenLabs, Suno, MidJourney, Leonardo AI, Runway, Veo3, and Sora, creating commercially viable content pipelines for broadcasting and entertainment applications
- **Built executive storytelling frameworks** translating complex AI capabilities into business value propositions for C-level stakeholders and external partners
- **Developed immersive digital twin business strategies** for construction, real estate, and smart city planning, bridging technical innovation with commercial market needs
- **Created dual-track product strategy methodologies** balancing quick wins with long-term market opportunities

Executive Director of Product, Immersive Experiences

Ozone Metaverse | Remote

May 2023 – Dec 2024

Drove strategic product direction and business development across GenAI-powered platforms, with emphasis on studio partnerships and commercial storytelling.

- **Identified and shaped new product directions** in immersive visualization, simulation, and interactive experiences, bringing external commercial lens to technical capabilities
- **Led high-profile studio-facing initiatives** including Barbie World and Ghostbusters & Ghouls City, managing partner relationships and commercial negotiations for phygital experiences
- **Developed business models for virtual movie theater ecosystem** with customizable screening rooms, generating new revenue streams and validating market demand through stakeholder storytelling
- **Conducted competitive landscape assessment** across XR platforms (Roblox, Meta Horizon, IMVU) to inform strategic positioning and commercial differentiation for entertainment IP partnerships

Product Strategy Manager, Consumer Experience Group

Warner Bros., Inc. | Burbank, CA

Nov 2018 – Aug 2022

Directed strategic business development and product opportunity assessment for global entertainment IPs, managing studio partnerships and external commercial relationships.

- **Led strategic assessment of multiple product opportunities** for WB's largest IPs (DC Comics, Harry Potter, Looney Tunes), evaluating commercial viability across 13 global markets
- **Developed executive storytelling and business modeling frameworks** for omni-channel initiatives, presenting to C-level leadership and external studio partners
- **Built partnership strategy and external-facing commercial programs** generating \$15M+ in new revenue streams through data-driven market analysis
- **Created success metrics and validation frameworks** delivering ongoing insights that shaped strategic pivots and partnership decisions across content, commerce, and technology divisions

Senior Product Manager, Home Entertainment

Warner Bros. Inc. | Burbank, CA

Nov 2016 – Aug 2022

Led business development and strategic product validation for cross-studio platform initiatives, managing external partnerships and commercial relationships.

- **Launched Movies Anywhere cross-studio partnership platform**, coordinating business development across 7 studio libraries and 5 digital retail partners
- **Developed "Watch Together" and "Screen Pass" product strategies** through market validation and executive storytelling, resulting in 28% subscription growth and 34% retention improvement
- **Created interactive content business models** generating 53% session time growth through strategic partnership development and commercial experimentation
- **Optimized multi-studio commercial relationships** increasing platform revenue by 42% through data-driven partnership strategy and stakeholder alignment

Technical Product Manager

Sony Pictures Entertainment | Culver City, CA

Feb 2000 – Mar 2016

Provided strategic business analysis and commercial assessment for enterprise-wide initiatives across global entertainment operations.

- **Led strategic optimization of enterprise data and commercial systems**, increasing box office revenue by 30% through business intelligence and market analysis
- **Bridged technical capabilities with commercial requirements**, translating complex technology investments into business value propositions for executive leadership
- **Pioneered automation frameworks for business operations** with IBM webMethods, delivering measurable ROI and operational efficiency across multiple business units
- **Developed content discovery business strategies** increasing viewer engagement with catalog titles by 52% through market-driven product development

TECHNICAL SKILLS & EXPERTISE

Business Strategy & Development: Market opportunity assessment, commercial viability analysis, partnership strategy, stakeholder alignment, executive storytelling, business modeling

Product Strategy: Feature roadmapping, market validation, competitive analysis, cross-functional leadership, portfolio-style thinking, strategic experimentation

AI & Media Technology: GenAI content pipelines, RAG systems, multi-modal AI applications, immersive visualization, digital twin strategies, entertainment technology platforms

Executive Communication: C-level presentations, partner negotiations, strategic narrative development, cross-functional storytelling, external stakeholder management

Entertainment Industry: Studio operations, IP commercialization, content distribution, streaming platforms, social viewing, gamification, cross-platform integration

TOOL PROFICIENCY

Business & Strategy: Strategic modeling frameworks, market analysis tools, partnership management systems, executive presentation platforms | **AI & Automation:** LangChain, LangGraph, CrewAI, Amazon Bedrock, IBM watsonx | **Creative & GenAI:** Runway, MidJourney, Sora, Veo, ElevenLabs, Synthesia, Leonardo AI, HeyGen | **Analytics & Data:** Tableau, GA4, Amplitude, Mixpanel, Python, SQL | **Product & Design:** Airtable, Jira, Figma, Unity, Unreal, Blender

EDUCATION & CERTIFICATIONS

AI Certifications: AI for Everyone (Coursera), Building AI Tools Bootcamp (Udemy) | **Product Management:** Certified Scrum Product Owner and Scrum Master (Scrum Alliance), ITIL v3 (PMBOK) | **Marketing:** Digital Marketing & SEO Analytics (MIT Sloan) | **Education:** Université Sorbonne Nouvelle/University of California, Los Angeles, BA Film Critical Studies/French | **Notable:** TechEx Speaker on storytelling in Mixed Reality/Immersive Experiences (2023)