

# PATRICK CONNOLLY

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## PROFILE

Senior media executive with over 20 years of experience in domestic and international programming, specializing in leveraging and migrating content for streaming worldwide. Successfully identifies opportunities to develop creative solutions for multi-platform initiatives that boost audience engagement, strengthen employee performance, and elevate the brand. Solid reputation for leading and empowering cross-functional teams, building strong global distributor relationships, navigating diverse stakeholder needs, and persevering to deliver measurable results that exceed expectations.

Multi-Platform Programming - Acquisitions - Global Strategy - Planning - Scheduling - Integrated Marketing - Research  
Digital/Social Media - Streaming - Cross-Cultural Leadership - Creative Promotion - SVOD - Film Festival Programming

## EXPERIENCE

### CONSULTANT

1/2021 - present

Partnering with US/global media companies and clients, providing creative development, producing, strategy, and marketing services.

### AMC NETWORKS, New York, NY

2011 – 12/2020

#### Senior Vice President, Programming and Marketing, AMC Networks International, 2018 - 2020

Led programming, acquisitions, multi-platform scheduling strategies and marketing for AMC International and SundanceTV Global. Integrated relationships with AMC Networks business units to expand and incorporate innovations, technologies and new platforms to provide additional value to international feeds, increased ratings and revenue streams for linear, OTT and digital services. Served on senior team leading strategies across AMC Networks and AMC Networks International business units to exploit synergies and leverage opportunities. Partnered with Acorn, Sundance Now, Shudder, and AMC+ to leverage content for streaming worldwide. Part of senior executive team tasked with evaluating opportunities to migrate content to global streaming services.

- Acquired compelling, on-brand films, series and other content for channels, negotiating both global and local deals. Managed relationships with content distributors.
- Led initiative to integrate other programming business units within company including Acorn TV and AMC Studios to create programming and IP synergies, invigorate all international feeds and seek content leverage opportunities.
- Attended multiple major and niche global film festivals, to ensure alignment with the community and access to content that enhanced the SundanceTV brand and expanded company's network of relationships with filmmakers and distribution leaders.
- Spearheaded global AMC Rebrand Marketing Campaign with Red Bee Media/London and WildFi/Latin American agencies. Campaign's digital launch on IG, FB and YouTube reached over 53 M users (+119% goal) while generating +465M impressions (+35% goal) and 100% brand awareness lift in every country
- (vs. 54%), and +155% increase in global web traffic to AMC websites worldwide
- Managed CRM (Customer Relationship Management) clubs worldwide, leveraging consumer behavior and trends to maintain viewer loyalty.
- Championed global research approach to centralize reporting data for show ratings reports worldwide to strengthen decision making.

**Vice President, Programming, Scheduling, Acquisitions & Creative Services, AMC/Sundance TV Global, 2014-2018**

Led the global programming, scheduling and creative services teams for all Sundance TV and AMC global feeds.

- Spearheaded the launch of 14 AMC international channel feeds.
- Key Film Festivals liaison for team participating in panels and on juries, as well as working with distributors at festivals including Sundance Film Festival, Berlin, Toronto, Cannes.
- Restructured New York-based global programming, scheduling and marketing teams, resulting in greater agility, impactful strategic thinking and increased efficiency.
- Acquired film and series for multiple feeds from various distributors.
- Oversaw rebrand of Sundance Channel to Sundance TV globally on 9 channel feeds.

**Director, Programming and Planning, AMC/Sundance Channel Global, 2011 - 2014**

- Oversaw the creation and delivery of 8 linear and 10 VOD monthly programming schedules worldwide.
- Managed promotion planning, strategy and scheduling for all international channels for Sundance Channel and WE tv.
- Directed all creative: promos, stunts, film festival coverage.
- Managed staff of 13 and worked with creative producers in Paris, Singapore, Miami, Cairo, and London.
- Evaluated and fulfilled on acquisitions and original programming needs for all global channels.

**SHOWTIME NETWORKS and SMITHSONIAN CHANNEL, New York, NY**

2010 - 2011

**Consultant, Programming Planning and Scheduling**

- Advised on scheduling/competitive analysis projects for all Showtime channels and Smithsonian Channel.

**PATRICK CONNOLLY MEDIA CONSULTING, New York, NY**

2004 - 2009

Clients included:

- **International Documentary Association (IDA)**, New York, NY; Marketing Consultant, 2009
- **Sundance Film Festival**, Los Angeles, CA/Park City, UT; Programming Consultant, International Documentary and Narrative, 2006, 2007, 2008
- **Outfest Film Festival**, Los Angeles, CA; Programmer, Panels and Special Events Consultant, 2007
- **MoxieQMedia, Inc.**, New York, NY; Digital Media Creative Consultant, Mobile Original and Acquired Content, 2008
- **Sundance Channel**, New York, NY; Program Planning and Scheduling Consultant, 2007-2008
- **Disney Channel/ABC Family/Toon Disney**, Burbank, CA; FCC Compliance Consultant, 2004 - 2006

**FOX BROADCASTING CORP., Los Angeles, CA**

1995 - 2003

**VP, Children's Programming, 2001-2003****Executive Director, Programming and Development, 1998-2001****Director, Planning and Scheduling, 1995-1998**

Division Head responsible for day-to-day operations of Children's daypart including programming planning and scheduling, development, promotion, marketing, on-line/digital, affiliate relations.

**EDUCATION****B.A., English Literature**

**University of California**, Los Angeles, CA (UCLA)

**ASSOCIATIONS**

- Academy of Television Arts and Sciences (ATAS)
- International Academy of Television Arts and Sciences (IEMMYS)
- British Academy of Film & Television Arts (BAFTA)
- PROMAX
- NATPE

### BOARD POSITIONS AND AFFILIATIONS

- Board of Directors, British Academy of Film and Television Arts
- BAFTA Moderator, Academy Screenings
  - Past guests included: Aaron Sorkin, Justin Timberlake, Sam Mendes, John Krasinski, Patricia Clarkson, Judi Dench, Marion Cotillard, Daniel Day Lewis, Darren Aronofsky, Clive Owen, Hugh Grant, Bill Murray, Laura Linney, Sally Field, Emma Thompson
- Chair, BAFTA NY Learning, Inclusion and Talent Committee
- Executive Champion – PLUS@AMCN Diversity Initiative

### CERTIFICATIONS

- CTAM Cable Executive Management Certificate, Harvard Business School

### FILM FESTIVAL JURIST & PANELIST

- MIPCOM, Cannes, France
  - Panelist: “Living The Stream - Capturing Audience Attention”
  - Juror: Diversify TV Excellence Awards, LGBTQ+
- Sundance Film Festival, USA; Gramado Film Festival, Brazil; Karlovy Vary International Film Festival, Czech Republic; Tromsø International Film Festival, Norway; Filmart, Hong Kong
- Australian International Documentary Conference, Adelaide, Australia
- JCS International “Stand Up for Peace” Short Film Awards, Intl Academy of Television Arts & Science