

SABRINA meditz

Orange County, CA | [LinkedIn](#) | [Website](#) | [Podcast](#)

PRODUCT MANAGEMENT EXECUTIVE VICE PRESIDENT | HEAD OF FUNCTION

- Expertise:** Global People Leadership, Product Management, AAA Game Publishing, Strategy Development, Customer & Developer Experience
- Industries:** Gaming, Platform Tech, E-commerce
- Credentials:** 20+ Years of Global Leadership Experience with AAA Titles (12 launches including Call of Duty, WarZone World Of Warcraft, Diablo, Starcraft, Overwatch), Mobile Gaming XP (Diablo Immortal, Hearthstone, The Walking Dead Last Mile), and gaming platforms (including Sony's Playstation, Blizzard's Battle.net, + Meta's Reality Labs)

Experienced senior product leader with over 20 years of global experience leading high-performing teams to develop innovative products and services used daily by millions of gamers. Specializes in creating excellent customer and developer experiences for AAA titles, mobile gaming experiences, and gaming platforms. Is deeply passionate about creating influential and enjoyable products through continuous improvement, challenging the status quo, and a commitment to mentorship. Notable examples of accomplishments include:

- Delivered highly successful launches of multiple AAA titles, captivating tens of millions of players; enhanced the SDK and reduced developer integrations by 50%, optimizing efficiency and accelerating launch timelines.
- Established TRCs, increased adoption of APIs, and developed new products that resulted in a significant boost in platform revenue; one AAA title experienced doubled transactions and a 30% lift in daily DAU.
- Implemented a KCS strategy, leveraging AI to automate contacts and gather comprehensive data on player-facing issues, resulting in a 9% increase in self-service and a 78% reduction in key contact drivers.

Skills and competencies include but are not limited to:

- Global People Leadership
- User Experience Advocate
- Organizational Effectiveness
- Strategic Product Vision
- Cross-functional Collaboration
- Stakeholder Management
- Product Lifecycle Management
- Gaming Platform Technologies
- Data-Driven Decisioning
- Industry Trends & Thought Leader

PROFESSIONAL EXPERIENCE

PLAYSTATION (SONY INTERACTIVE ENTERTAINMENT) | GLOBAL LEADERSHIP 2022-PRESENT

A Sony-owned multinational gaming and digital entertainment company with 20k+ employees and ¥2,739.8B annual revenue, leading the industry with immersive experiences for millions of players worldwide.

SENIOR DIRECTOR OF PRODUCT MANAGEMENT | ORANGE COUNTY, CA (2022-CURRENT)

Directed cross-functional teams of product experts in developing and launching user experiences across Console, PC, Mobile, and Cloud platforms.

- Successfully launched 4k Cloud Streaming service for over 8 million PlayStation Plus users; this service has a 4.6/5 CSAT, saw a 7% Conversion increase from Trials, and boasts an 80% retention rate.
- Established the off-console vision for the organization to support the expected 50% of PlayStation Studio titles by 2025, including platforms that extend beyond console.

META PLATFORMS (REALITY LABS) | GLOBAL LEADERSHIP 2021-2022

A multinational technology platform that encompasses Facebook, Instagram, WhatsApp, and other subsidiaries. With over 70k+ employees and an annual revenue of \$117ZB, it stands as a leader in revolutionizing social networking and digital experiences.

HEAD OF DEVELOPER PARTNERSHIPS - GAMING, REALITY LABS | LOS ANGELES, CA (2021-2022)

Managed the intersection of content acquisition and product development at Reality Labs. Led teams of managers to successfully build and launch innovative products and services. Collaborated cross-functionally to define, negotiate, and close complex agreements encompassing product, distribution, marketing, brand, and technology with global gaming partners.

- Successfully executed multiple co-development deals worth over \$40 million and led the deployment of 43+ games, reaching and engaging billions of players worldwide.
- Implemented Optimization Reviews for Product and Developer Integrations, effectively establishing and defining repeatable processes to achieve Product Market Fit for gaming titles and platform features.

- Pioneered the foundation for an enhanced Approve Partner Program, driving its development and implementing Technical Release Requirements for streamlined operations.

DEI Achievement

★ Peoples Choice Award Presenter, Games for Change Festival, 147.9M viewers, user rating of 8.9/10

BLIZZARD ENTERTAINMENT | GLOBAL LEADERSHIP 2011-2021

A premier entertainment software developer and publisher, boasts twelve #1-selling games and numerous GotY awards. With 9k+ employees and annual revenues exceeding \$8B, it leads the industry with innovative and immersive gaming experiences.

PARTNER SUCCESS & PRODUCT PLANNING DIRECTOR - BATTLE.NET | IRVINE, CA (2019-2021)

Led and managed diverse teams of product managers, engineers, and producers across Blizzard Entertainment, NetEase, and Activision Publishing to incubate products and build solutions to deliver desired gaming experience. Successfully integrated AAA games onto the Battle.net platform and oversaw their operations and launch.

- Delivered highly successful launches of multiple AAA titles, captivating tens of millions of players; enhanced the SDK and reduced developer integrations by 50%, optimizing efficiency and accelerating launch timelines.
- Established TRCs, increased adoption of APIs, and developed new products that resulted in a significant boost in platform revenue; one AAA title experienced doubled transactions and a 30% lift in daily DAU.
- Successfully negotiated and executed agreements that met crucial development and launch deadlines and implemented a repeatable process to address and prevent potential issues in future endeavors proactively.
- Pioneered the establishment of platform standards, conducted technical health reviews, implemented Quarterly Business Reviews, and crafted developer journey maps, which fostered growth in B2B operations.

SENIOR GLOBAL ORGANIZATIONAL EFFECTIVENESS LEADER | IRVINE, CA (2014-2019)

Led the strategic direction of Customer Experience, overseeing Support Technologies, Knowledge and Content Management, and Social Media Service and Engagement. Implemented Voice of Customer (VoC) methodologies to inform and improve the product development lifecycle.

- Implemented a KCS strategy, leveraging AI to automate contacts and gather comprehensive data on player-facing issues, resulting in a 9% increase in self-service and a 78% reduction in key contact drivers.
- Created an embedded pipeline of data (Voice of the Customer) and notifications between customer service and development teams, improved bug closure rate by 14%, and reduced time from days to hours.

2014-2017 Shared Services Awards (CCMA)

- ★ 2015, 2017 Winner: Best Customer Service Delivery
- ★ 2017 Winner: Best Use of Technology (KCS)
- ★ 2014-2017 Winner: Best Training Program
- ★ 2015, 2017 Highly Commended: Best Use of Social Media

2015 Stevie Award (Bronze)

- ★ Integrated Customer Service at Blizzard – Award for Sales & Customer Service

SENIOR GLOBAL DEVELOPMENT LEADER | IRVINE, CA (2011-2014)

Drove initiatives across multiple internal departments, including Core Training, Talent Planning, Leadership Development, Employee Engagement, Performance Management, Culture, Goal Setting, and Change Management.

2015 ABK Game Changer Award

- ★ 2012 Winner: Led Talent & Culture Planning across AB.

*EXPERIENCE APPENDED: eBay (2009-2001), United HealthGroup (2007-2009), Sitel/ClientLogic (2001-2007), etc. [Avaible on LinkedIn, will supply upon request]

CREDENTIALS

EDUCATION & CERTIFICATIONS

- Technical Mgmt Program (UCLA)
- Organizational Impact (CCL)
- Organizational Design (USC)
- GPHR (HRCI, Brandman)
- Six Sigma Green Belt (UHG)
- Project Management (UCF)
- Story Articulation (ATD)
- Graphic Design (BCC)

ASSOCIATIONS

- ADP List Mentor**
- Consortium for Service Innovation
- Toastmasters International
- CX Professionals Association
- For Goodness Cakes (Volunteer)
- Make A Wish (Volunteer)
- Harvest Food Bank (Volunteer)
- CHOC Game Day (Volunteer)

PUBLICATIONS & SPEAKING

- Reasoned Podcast & Newsletter**
- [Subscribe | Listen](#)
- Peyton Explores STEAM Books**
- G4C PC Award Announcer (2022)
- Understanding Success By Channel White Paper** (2020)
- Grace Hopper Round Table (2020)
- KCS in Action (2019)