

Cell: 818- 635- 2849
Address: 7224 McCool Avenue
Los Angeles, CA 90045
Email: MrSteveLeblang@gmail.com
SteveLeblang.com

STEVE LEBLANG

[LinkedIn](#)



RECENT EXPERIENCE

VICE PRESIDENT, Marketing analytics and strategy for Sony Pictures Entertainment / October, 2018-current

- Developed and exclusively disseminated analysis and best practice recommends of social media metrics, including volume, engagement ratio, video downloads, platform representation and sentiment.
- Worked with top executives, showrunners, agencies and network/platform partners on campaign strategies for more than 60 original productions..

VICE PRESIDENT, Programming Research for Sony Pictures Entertainment / March 2016-October 2018

- Analyzed, interpreted and recommended best strategic practices from regularly released ratings and quantitative research, as well as proprietary qualitative research project results, to top management and global programming groups.
- Led development and implementation of research dashboard, encompassing more than a dozen data suppliers, more than four years of back data and capable of producing more than 200 different and consistently updated weekly reports, with full interactive capabilities.
- Served as consultant to division chairman from July,2015-February,2016..

VICE PRESIDENT, Program Planning and Acquisitions, GSN (Game Show Network) / February 2012-January 2015

- Oversaw strategic planning, linear and non-linear scheduling and acquisitions, producing network's best-ever audience delivery (in 25-year history) and demographic profile for three consecutive calendar years.
- Improved overall audience +25%, key sales demo +43% and lowered median age by 4 years.
- Successfully launched network's first VOD portfolio and quantifiable digital marketing and social media engagement strategies.

SENIOR VICE PRESIDENT, Strategic Planning & Research, FX Networks and Emerging Networks, FOX Cable Networks, / Nov.1999-June 2009

- Oversaw all qualitative and quantitative research and strategy recommends, including scheduling, positioning, marketplace analysis and brand evolution for suite of nine cable networks, including FX and others in movie, Hispanic, motor sports and general sports categories.
- Transformed a secondary linear network in a multi-billion dollar crown jewel of the FOX content portfolio.
- Developed ground-breaking testing and analytic strategies for noteworthy and historically successful original series, including THE SHIELD, RESCUE ME and IT'S ALWAYS SUNNY IN PHILADELPHIA.
- Headed corporate research initiatives on Hispanic audience development, digital platforms (including Hulu) and cross-platform measurement

PROFESSIONAL HONORS AND COMMITTEES:

- ADVISORY BOARD, 2015, 2018 and 2020 Media and Insights Conferences, IIR
- CO-CHAIRMAN, 2006 CTAM Research Conference
- CHAIRPERSON, 2007 CTAM Research Committee
- RECIPIENT, TAMI Award, CTAM, 2006

EDUCATION

State University of New York at Oswego

References and comprehensive resume available upon request