

# Courtney Kennedy

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408.771.8615  
Freeport, Maine

**Strategic engineering leader accomplished at orchestrating the development of innovative technologies and leading teams to achieve extraordinary results.**

Technologist with a proven track record of building high performance cross-functional teams and delivering robust solutions and products. Adept at strategic planning and execution, leveraging a combined background in engineering, data science and business when tackling real world projects. Areas of expertise include full stack development, data science, data engineering and analysis as well as streaming technologies, media and cross-platform SDKs. Proficient in Agile methodologies and excellent at project management.

## Areas of Expertise

Software Development	Continuous Improvement	Performance Optimization
Technical Product Strategy	Data Analysis & Modeling	Streaming Media
Cross-Platform Software	Data Engineering	Video Formats
Strategic Planning	Engineering Management	Team Building

## Technical Skills

**Languages:** Python, SQL, R, Javascript, Typescript, C, C++  
**Platforms:** AWS, Azure, Tableau, Git, React  
**Libraries:** Pandas, Numpy, Matplotlib, TensorFlow, Pytorch

## Professional Experience

**Forza Analytics, LLC** - Freeport, ME  
CEO & Head of Operations

November 2023 - Present

Launched a consulting business providing data analysis, engineering and modeling services to local businesses. Also offering engineering leadership and strategic product guidance.

- Designed an LLM based model to provide text analysis as a key product feature.
- Added data analysis and visualization to products, using Javascript, Typescript and React.
- Drove successful development and deployment of new product features, leading a small team of engineers.
- Updated database schema and developed database migration strategies.
- Deployed frontend and backend software updates using Amazon Web Services (AWS), Amplify, Node and Yarn.

**Netflix, Inc.** - Los Gatos, CA  
Engineering Manager

December 2017 - July 2023

Led development of streaming player functionality across multiple platforms including smart TVs, set-top boxes, game consoles, streaming sticks and iOS devices. In addition, played an essential role in expanding the company's entertainment offerings by creating a mobile games SDK team and driving the launch of Netflix's games MVP.

- Designed and led the development to support games in the Netflix mobile ecosystem.
- Drove the development of seamless playback between ads and episodes in tv series, enabling Netflix to launch an ads-supported subscription tier.
- Led efforts to develop the underlying technology for interactive titles, leading to the success of the Emmy Award Winning episode of Black Mirror called "Bandersnatch".
- Analyzed and leveraged data to drive improvements in performance and stability while reducing costs of video streaming.

**Catalina Labs, Inc** - Palo Alto, CA  
Head of Engineering

June 2016 - June 2017

Directed the expansion and operation of a multifaceted technical environment, including iOS and Android mobile apps, Ruby on Rails backend hosted on Amazon Web Services ( AWS ), web-based React portal for administration and data ingest, storage and analysis infrastructure. Grew the engineering team from 4 to 15 members, bringing offshore development in-house in a cost neutral way that increased productivity and improved quality. Managed backend, frontend, mobile, DevOps and QA engineers, as well as program management and support staff.

- Designed and implemented a cross-platform, multi-language SDK, facilitating development of consumer-focused products and integration with corporate customers.
- Defined and executed on a comprehensive security strategy for the entire ecosystem, ensuring the integrity and availability of the products.
- Guided the teams in integrating a Content Delivery Network ( CDN ) into our mobile apps, significantly adding to the flexibility and dynamism of mobile assets.

**Apple, Inc - Cupertino, CA**  
Engineering Manager

March 2006 - October 2015

Directed software engineering teams in the development of media capture, authoring and sharing functionality across the Apple ecosystem and platforms ( iOS, macOS, tvOS, watchOS ), ensuring seamless interoperability and creating an intuitive user experience. Oversaw the integration and deployment of media accessibility features including closed captions, subtitles and audio descriptions. Led the design and development of media sharing capabilities via the AVFoundation framework, expanding content sharing options within the ecosystem.

- Conducted video quality evaluations for content authored using Apple software, maintaining Apple's standard of excellence.
- Pioneered support for closed captions, subtitles and audio descriptions across the Apple ecosystem.
- Established successful partnerships with camera manufacturers to seamlessly integrate their products into Apple's video editing software, including iMovie, Final Cut Pro and QuickTime Player.
- Led efforts to secure and harden QuickTime, enhancing the resilience against security threats.

## Additional Experience

**Digidesign, Inc - Daly City, CA**  
Principal Engineer

June 2005 - March 2006

**Avid Technology, Inc - Tewksbury, MA**  
Principal Engineer

August 1997 - May 2005

## Education

Master of Information and Data Science, Summa Cum Laude  
**University of California, Berkeley** - Berkeley, CA

Master of Business Administration, Magna Cum Laude  
**Babson College** - Wellesley, MA

Master of Arts, Electro-Acoustic Music  
**Dartmouth College** - Hanover, NH

Bachelor of Arts, Physics  
**College of the Holy Cross** - Worcester, MA

## Patents

**Movie package file format to persist HLS onto disk** September 4, 2018  
[US10070174B2](#)

Defines systems and methods for storing streaming media to disk.

**Video format for digital video recorder** October 8, 2013  
[US08554061B2](#)

Defines a video format for cameras that can be edited performantly.

**Object detection metadata** November 27, 2012  
[US08320644B2](#)

Defines a method for recording the perimeter of an object detected in video that is independent of video resolution.

## Public Speaking

[IDEXX Women in Tech](#) March 2024

Participated in a panel discussing issues that women in encounter when working in technology. The event was sponsored by IDEXX at their campus in Westbrook, Maine.

[Netflix Automation Meetup](#) November 2019

Hosted an evening of talks on some of the ways that Netflix uses automation in their products.

[College of the Holy Cross Women in Science Keynote](#) April 2019

Gave the keynote address for the 2019 Women in Science event at Holy Cross. The talk was titled "Overcoming Imposter Syndrome, Finding My Voice and Bringing My Whole Self to Work in Silicon Valley".