

Greg Weinstein

AI Strategy & Innovation • Media Transformation • Founder

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PROFESSIONAL SUMMARY

Media executive and AI company founder with 20+ years at the intersection of content, technology, and strategic pattern recognition. Spent 15 years at VP level inside MTV, Comcast, A+E Networks, and Univision, then founded and led an AI company for seven years, building machine learning and computer vision infrastructure before the current AI wave began. Documented track record of identifying emerging categories one to three years before mainstream adoption: MCN networks, K-pop, 360° content, and AI brand coordination. Practical AI fluency: designed ML and computer-vision content intelligence systems, multi-agent orchestration platforms, and complex AI workflows.

CORE COMPETENCIES

AI Strategy & Innovation • Pattern Recognition • Product Vision • Media & Content Transformation • ML / Computer Vision Systems • AI Workflow Design • Distributed Brand Coordination • Audience Intelligence • OTT / Streaming Strategy • Data-Driven Decision Making • P&L Ownership • Platform Partnerships

EXPERIENCE

Audience Genomics / Aggie

2019 - 2026

Founder & CEO

Founded and led an AI platform company building content intelligence and brand coordination infrastructure for distributed organizations: franchise networks, multi-location brands, and professional associations. Grew from a consulting practice serving Universal Studios, AMC, Horizon Media, Fenty Beauty, and Bain Capital into a deployed SaaS platform with thousands of customers and signed enterprise partnerships.

- Built proprietary computer vision and text analysis infrastructure that decomposed social content into component signals, correlated them against engagement data across hundreds of accounts, and identified the patterns driving audience resonance for each brand, a content intelligence capability built years before it existed in commercial AI tools.
- Designed multi-agent AI orchestration architecture enabling coherent brand coordination across hundreds of simultaneous content and marketing decisions for distributed organizations.
- Platform users consistently saw social media engagement increase 3x to 10x within 90 days; Gleem Beauty grew Instagram likes 200% and exceeded \$3,000 in weekly promotional sales with zero hours spent on content creation.
- Signed enterprise partnerships with Premier Workspaces (15 active location managers, 15,000-tenant pipeline) and Interior Design Society (2,600-member pipeline); active enterprise pipeline included Life Time Fitness, Jimmy John's, Zaxby's, and Howard Hanna Realty.
- Built and scaled a product serving thousands of customers across multiple industries.

Univision

2013 - 2017

VP, Digital Audience Development

Led growth strategy for Univision's digital portfolio: OTT subscription app Univision NOW, digital partnerships with Hulu, Netflix, Xbox, and YouTube, and 8 YouTube channels.

- Grew Univision NOW direct-to-consumer subscription app 57% average month-over-month; awarded NAMIC 1st Place, Marketing Tactics.
- Exceeded 2014 World Cup streaming traffic projections by 22%; managed media buy delivering 500M+ impressions across paid and organic channels.
- Built data warehouse and BI architecture supporting data-driven acquisition, retention, win-back, and loyalty strategies across OTT and digital platforms.
- Managed metadata, revenue optimization, and digital operations across 8 Univision YouTube channels.

A+E Networks

2011 - 2012

Digital Strategy, AETN Distribution

- Core member of initial launch team for H2, History Channel's new spinoff brand; led digital strategy and executive content development for the network's debut.
- Created the "Colors of My Culture" digital campaign for Comcast / History en Español, winning the CTAM Top of the Mark Award for Best Campaign in Cable Television.
- Conceived and produced franchise-based Facebook social games for Project Runway, Swamp People, Top Gear, and Ancient Aliens, pioneering interactive TV-to-social experiences.

Comcast

2009 - 2011

Vice President, Programming & Development

Led P&L for Comcast's portfolio of 35 original on-demand channels and Xfinity 3D.

- Managed portfolio generating 10-12% of Comcast's total Free On Demand traffic monthly; negotiated program acquisition deals with partners including Martha Stewart, Lego, and Meredith Publishing.
- Used data analysis of existing Comcast viewership to identify emerging creator economy demand, developing Vidlogger Nation, a creator-based channel concept that anticipated the MCN category, which later became a multi-billion-dollar industry.

- Used data-driven insights to identify market opportunities and create new content verticals before competitors recognized the demand signals.

MTV Networks

2005 - 2009

Vice President, Digital Content Strategy

2008 - 2009

- Developed Nikon Fashion 360, the format later commercialized as E!'s GlamCam 360 and subsequently as VR content experiences.
- Created MTV Soundtrack Guide, linking in-show music identification to web and commerce.
- Built "The Hills" Backchannel, a dual-screen interactive experience sponsored by Sonic, an early model for second-screen engagement.

Senior Director, On Demand & Digital Content Strategy

2006 - 2008

- Grew MTV On Demand traffic 2,400% through data-driven content selection, partnership development, and optimized discovery.
- Led content and partnership strategy for MTV Digital with Google, Time Warner, AT&T Mobile, and Joost.
- Launched talentload.tv, MTV/VH1's social networking site for online casting.
- Developed branded content marketing programs with Pepsi, Wrigley, Taco Bell, Virgin Mobile, Verizon, and Dr. Pepper.

Director, On Demand Content & Development

2005 - 2006

- Built MTV On Demand from startup to the #1 network in the TV VOD Entertainment category.

A+E Networks

1995 - 2005

Creator, AETN Digital Media Studio

2004 - 2005

- Founded and led A+E Networks' first dedicated digital content department; produced original digital content for network websites, Yahoo!, Comcast On Demand, and Qualcomm MediaFlo.

Production

1995 - 2004

- Executive Producer: Guts & Bolts (32 episodes); Rank and File (pilot). Supervising Producer: Biography Updates (50 episodes). Senior Producer: Great American History Quiz (9 hours). Producer: History Channel Multimedia Classroom; Reagan: A Legacy Remembered (3 hours).

Greystone Communications

1992 - 1995

Producer & Director of Development

- Produced and developed network television specials for NBC and A&E, including NBC primetime specials Ancient Prophecies and Angels: The Mysterious Messengers, and A&E's Civil War Journal.

AWARDS

CTAM TAMI, Exceptional Leadership in Cable Television Marketing (2015)

CTAM Top of the Mark, Best Campaign in Cable Television (2012)

NAMIC Excellence in Multicultural Marketing, 1st Place, Marketing Tactics (2016)

EDUCATION

Pennsylvania State University, B.A., Communications (Broadcast/Cable), 1992

Wharton School, University of Pennsylvania, Certificate, Gamification, 2012

YouTube, Certification, Audience Development, 2015