



Amy Ross
Vice President, Product Management
ActiveVideo

Amy is responsible for product management at ActiveVideo. She is focused on delivering the products and roadmaps that align with the company's goals and deliver the most value to ActiveVideo's customers.

Throughout her 20+ year career, Amy has amassed experience not only in product management, but also in video content development and distribution in the operator space, branding, product marketing and customer experience, specializing in the consumer entertainment vertical.

Prior to joining ActiveVideo, Amy was Director of Product Management, Worldwide Customer Experience at Electronics Arts. While there, she led the transformation of the organization from program to product and worked across teams to develop planning cycles and working models for \$5M worth of fixed resources. Before this, Amy was Director of Project Management, Video (DirecTV & U-verse) at AT&T managing new products and services for video content, including the development and support of OTT applications.