

Christopher Cody

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Growth & Monetization Leader | Marketing Analytics

Accomplished revenue & platform operator with deep experience scaling premium digital, live, and tentpole entertainment businesses through disciplined P&L leadership and marketplace economics.

Senior growth marketing leader with 13+ years scaling revenue across digital platforms, entertainment ecosystems, and franchise-driven businesses. Proven P&L leader experienced translating global brands into localized growth engines through strategic partnerships, cross-functional team building, and disciplined unit economics. Background spans streaming media, live tentpole monetization, and platform marketplace economics.

Areas of Expertise

- Brand & Product Marketing
- Lifecycle Architecture
- Strategic Partnerships (C-Suite)
- KPI & Forecasting Frameworks
- Social & Digital Ecosystem
- Pricing & Monetization Strategy
- Editorial & Product Partnership
- Cohort Analytics, Retention Modeling
- Two-Sided Marketplace Economics
- Cross-Functional Leadership
- AI & Platform Impact Discovery
- Performance Marketing, Channel Mix

Professional Experience

GB News Media, London, England, UK

Feb 2025 – Present

SVP, Head of Growth & Membership – Television Media and Digital Product

Executive owner of subscription business P&L, including end-to-end growth strategy across acquisition, onboarding, engagement, retention, and monetization. Design KPI frameworks spanning acquisition, engagement, retention, churn, ARPU, and LTV to enable consistent executive decision-making for GB News across Television, Digital Product, Owned, and Social Media platforms.

- Reporting to the CEO, served as GM-style owner for owned digital platforms and audience lifecycle strategy, aligning content, product, data analytics, and marketing to maximize long-term audience value.
- Built and led multidisciplinary growth organization spanning growth marketing, data science, CRM, and performance media.
- Led and scaled cross-regional teams responsible for digital publishing, audience development, and engagement across multiple platforms and time zones.
- Owned revenue growth strategy driving 57% YoY net member growth and 26% revenue expansion (£56.9MM) through lifecycle redesign, pricing optimization, and engagement architecture.
- Designed and operationalized cohort-based retention modeling and LTV forecasting frameworks to guide capital allocation and long-term subscriber value decisions.
- Established lifecycle architecture across acquisition, onboarding, habit formation, and churn mitigation to drive habit-formation and engagement initiatives to deepen loyalty and reduce churn by 40%.
- Partnered closely with Editorial, Product, Legal, and Finance to align content value with user behavior and retention outcomes.

Sep 2023 – Dec 2024

The Wall Street Journal (Dow Jones), New York, NY

Director, Subscription Growth Strategy & Analytics– App Product

Led global subscription growth strategy within a premium, subscription-first news environment. Reframed subscription products and bundles to better align with evolving consumer identity and value perception.

- Led global audience development and publishing initiatives across multiple regions, balancing centralized brand direction with localized execution.
- Built predictive churn and retention models to inform lifecycle marketing, pricing, and product strategy, driving subscription revenue growth (\$6.4MM) through content personalization, dynamic pricing, and channel optimization.
- Improved paid media efficiency by 35% while increasing subscriber acquisitions by 40% through channel optimization and value alignment.
- Partnered with Editorial and Product teams to improve reader journey from registration to paid conversion.
- Developed forecasting and measurement frameworks to improve full-funnel clarity and long-term subscriber value.

The Walt Disney Company (TWDC) – Disney Entertainment, New York, NY

May 2022 – Sep 2023

Director, Marketing Strategy & Planning – Disney Streaming Services

Led end-to-end integrated marketing strategies to drive paid subscriber growth, leveraging strategic partnerships and creative campaigns across Disney's iconic brands. Partnered with Product and Data teams to improve onboarding, conversion, and subscriber quality. Designed innovative digital marketing tactics to enhance Disney Bundle conversion.

- Led integrated digital marketing and audience strategy across iconic IP-driven brand ecosystems, translating story, character, and fandom into scalable digital engagement and growth initiatives.
- Partnered with franchise, creative, data, and product teams to enhance lifecycle strategies across Disney's portfolio of globally recognized brands and develop experiences that deepen habituation and loyalty.

- Built audience segmentation and lifecycle frameworks to personalize user journeys, driving a 60% uplift in Disney Bundle conversions and an 8% increase in streaming acquisitions, and 12% revenue boost.
- Negotiated and activated expanded NFL on ESPN+ partnership, creating a \$97MM margin opportunity through integrated digital promotion and audience engagement.
- Delivered 6% uplift in game licensing revenue for Marvel's Spider-Man 2 and Lucasfilm's Star Wars Jedi: Survivor.

Jun 2020 – May 2022

NBCUniversal Media – A Comcast Company, New York, NY

Director, Marketing Strategy & Planning - Content Analytics, PeacockTV

Established forecasting, KPI design, and subscriber growth strategy during Peacock's launch and scale phase. Oversaw annual budgeting process, setting long-term goals for subscriber acquisition and content consumption across various segments, including Originals, Sports/Live Events, Film, and Network Content.

- Led digital strategy and planning for Peacock's content portfolio, spanning Originals, Sports, News, Film, and Network programming.
- Acted as strategic bridge between franchise-adjacent content teams and strategy and planning, ensuring digital activation aligned with brand, audience, and commercial priorities.
- Built forecasting and performance frameworks to support digital optimization across subscription and ad-supported models.
- Formulated subscriber growth strategies and optimized promotional campaigns for premium content, achieving 32% QoQ rise in paid subscribers.
- Drove audience engagement and acquisition for tentpole moments including NFL, Olympics, and WWE, while building repeat engagement beyond live events.

Dec 2018 – Jun 2020

Comcast NBCUniversal, Philadelphia, PA

Senior Marketing Manager, Xfinity Consumer Services

Managed strategic planning initiatives for Xfinity Mobile and Flex consumer products, focusing on subscriber growth and brand development. Created and executed comprehensive marketing plans and strategies to drive customer acquisition, engagement, and retention.

- Executed "Digital First" initiative, transitioning +\$80MM customer transactions to a digital self-service platform, resulting in substantial reduction in variable costs.
- Led brand extension efforts and forged partnerships, achieving \$33MM margin benefit and enhancing brand awareness by 5%.
- Partnered with data science teams to create an effectiveness platform for media spend optimization, leading to more efficient use of a \$200MM+ annual budget across ATL/BTL channels.

Additional Experience

Manager, Strategy Consulting | Accenture LLP, Chicago, IL

Associate, Investment Banking, Technology Media Telecom | Bank of America Merrill Lynch, New York, NY

Analyst, Capital Markets | CIBC Bank (Formerly Private Bancorp), Chicago, IL

Education

The University of Chicago Booth School of Business, Chicago, IL

Master of Business Administration

Concentrations in Finance, Marketing Strategy, & Economics | Dean's List

Bank of America Merrill Lynch Global Banking and Markets, MBA Fellowship Recipient

Boston College, Chestnut Hill, MA

Bachelor of Arts in History & Philosophy

Congressional Fellow, United States House of Representatives

Professional Affiliations

Television Academy (Emmys), TV Executives Peer Group – National Active Member | Management Leadership 4 Tomorrow (MLT)

Technical Proficiencies

Looker, Microsoft Office Suite, Python, SQL, Tableau, Adobe Analytics, Nielsen Analytics, Google Ads, Adverity, Piano, Airtable