IAN ANDREEN

PARTNER SUCCESS | AD-SUPPORTED STREAMING | APPLIED AI
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PROFILE

Partner success leader who helps platforms and creators work better together. Nearly 10 years onboarding and managing partners like Amazon Prime Video, Hulu, Plex and Sling TV, leading a hands-on team, and turning complex tech into simple, repeatable steps. Hands-on with AI tools and enjoys teaching others to use them well.

EXPERIENCE

Independent Contractor, AI Tools & Workflows | 2025–Present

- Building an AI-powered search and discovery tool for IndieFlix that helps anyone find independent films to watch.
- Built a grant-matching and application-tracking tool for a youth mental health nonprofit using AI coding tools, surfacing 40+ mission-aligned grants and automating deadline and submission reminders.

INDIEFLIX | Seattle, WA

Independent film streaming company distributing a 4,500+ title catalog to major platforms globally.

Director of Streaming | 2021–2025

- Served as primary point of contact for 10 partners, including Amazon Prime Video, Hulu, Plex, Sling TV, DirecTV, Frequency, Gracenote, Future Today, OverDrive and hoopla, owning onboarding, launches and ongoing growth.
- Consolidated viewership and revenue data from all 10 partners into regular performance summaries for senior leadership, covering subscription and ad-supported results.
- Led a four-person team that raised first-pass platform acceptance from 75% to 93% in four months and cut monthly rejections from ~18 to 5.
- Cut time-to-live ~30% by standardizing ingestion, metadata and QC processes.
- Helped evaluate and negotiate FAST, AVOD and OTT partnerships, then managed integrations and growth across each one.
- Managed technical roadmaps across engineering and partner teams, turning requirements into clear plans, keeping deadlines on track and running automated AWS delivery workflows.

Head of Operations & Content | 2016–2021

- Managed operations for a 4,500+ title library across SVOD, AVOD, FAST and OTT, coordinating filmmakers, internal teams and partners on rights, metadata, captions, artwork, QC and SLAs.
- Made onboarding easier for filmmakers and partners by explaining technical requirements in plain language and creating guides and trainings that became repeatable processes.

APPLIED AI

- Always building: independent AI projects that test new models and tools as they launch.
- Help colleagues, teams and everyday people learn and adopt AI tools at work and at home.
- Hands-on with ChatGPT, Codex, Claude Code, Gemini, GitHub, Cloudflare, Vercel, Supabase, Replit and AWS.

SKILLS & TOOLS

Data & Delivery: SQL, HubSpot, AWS, MRSS, XML, HLS, Aspera, Signiant

EDUCATION

Whitman College | B.A., Economics & Film/Media (Double Major) | Lomen-Douglas Scholar