

TRENT *Morrison*

Product Leader, Disney+ | Driving Engagement, Retention & Experimentation for 150M+ Global Users

SKILLS

Product Strategy & Growth

- Portfolio Roadmapping
- Subscriber Engagement & Retention
- Experimentation Frameworks (A/B, Multivariate)
- Conversion Funnel Optimization

Leadership & Execution

- Cross-Functional Team Leadership
- PM Mentorship & Development
- Executive Stakeholder Alignment
- Scaled Agile Delivery

Data & Customer Insight

- Metrics & KPI Design
- Data-Informed Decision Making
- ML/AI-Driven Product Quality Insights
- User Journey Mapping & Research

EXPERIENCE

The Walt Disney Company; Disney Streaming, Disney+

February 2022–present

Senior Product Manager; Core Product & Subscriber Experience

- Owned the Disney+ Details Page product roadmap, shaping long-term strategy and execution across mobile, TV, and web for 150M+ global subscribers. Increased engagement by +6pts (46% → 52%), contributing to measurable gains in retention and session time.
- Launched Disney+ content badging program (e.g., “New,” “Exclusive,” “Finale”), building programmatic rules and experimentation pipelines that improved: hours per visitor +0.24%, titles per visitor +0.35%, and sessions with streams +0.24% all with positive statistical significance.
- Directed cross-platform rebrand rollout, aligning design systems, engineering tooling, and brand standards.
- Launched Disney+’s first live-streaming experience with Dancing with the Stars, establishing the framework now powering ESPN+, ABC News, and other Disney properties. Oversaw product, technical, and UX readiness, driving 7-figure audience adoption within the launch window and creating a scalable model for future live programming.
- Led a team of three PMs and influenced 40+ engineers, designers, and data scientists, mentoring junior PMs and setting OKRs that aligned subscriber experience with company growth objectives.
- Scaled experimentation infrastructure, migrating to services-backed architecture and enabling 5x faster test velocity. Empowered product teams with standardized A/B pipelines and centralized documentation.
- Partnered with exec-level stakeholders to set subscriber engagement vision, prioritize investment areas, and shape roadmap trade offs across the Core Product.

Pluralsight

October 2018–February 2022

Senior Product Manager & Growth Analyst

- Owned the portfolio of content quality products and features, including Content Quality Index (CQI), Author Home, and learner feedback pipelines, all impacting 1,000+ authors and 1.5+ million learners globally.
- Scaled educator feedback adoption 16x (30 → 500+ daily submissions) through UX redesign and A/B testing, driving a measurable lift in learner satisfaction and informing course prioritization across the catalog.
- Shaped and delivered CQI, integrating ML-driven quality scoring into author tools. Established data pipelines that became the foundation for cross-company decisions on content investment and instructor growth.
- Directed cross-functional squads (engineers, designers, analysts) through iterative discovery and delivery, holding teams accountable to KPIs while ensuring alignment to company-wide learning outcomes.
- Mentored a cohort of peer PMs, contributing to the growth of Pluralsight’s PM organization and establishing playbooks for “Product as a Craft” initiatives.
- Championed inclusive product design, embedding DEI principles into evaluation frameworks and ensuring equitable access to educational tools across global markets.

Clearlink

April 2017–October 2018

Content Growth Strategist

EDUCATION

B.S., Interdisciplinary Studies

Dual focus: Communication Studies & Psychology

Utah State University

Logan, Utah

trentmorrison09@gmail.com | trentmorrison.com | linkedin.com/in/trentmorrison | Brooklyn, NY | pronouns: he/they
