

# Christopher Essner

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[LinkedIn](#)



## Media and Strategic Operations Leader

Strategic Operations Director with 12+ years experience orchestrating high-stakes initiatives from presidential election coverage to multi-platform media productions. Led critical operations for NBC News and Barstool Sports, directing nationwide teams and managing multi-million dollar projects. Emmy-nominated professional known for creative productions, optimizing processes, stakeholder management, and delivering measurable results in pressure-driven environments.

### EXPERIENCE

Barstool Sports, Inc. | January 2024 - Present

#### Director, Production Operations

Function as Executive in Charge of Production / Line Producer

- Spearhead media production strategy and operations across multiple markets, orchestrating cross-functional alignment between Production, Sales, Finance, and Technology teams to deliver premium content, drive business objectives, and maximize revenue growth
- Shape creative vision and execution strategy for premium content initiatives, leading collaboration between content and brand activation teams to deliver innovative, multi-platform productions
- Design and implement comprehensive production infrastructure, streamlining scheduling, resource planning, and team coordination while meeting stakeholder needs
- Oversee multi-million dollar budgets, driving financial planning, cost optimization, and vendor negotiations to achieve profitability targets while expanding creative capabilities
- Transform studio operations to accelerate company growth and operational excellence
- Lead bi-coastal production teams while cultivating a culture of innovation and high performance

Barstool Sports, Inc. | June 2022 - January 2024

#### Production Manager

- Drove creative strategy and revenue optimization for established and new content verticals, crafting innovative productions that drive audience growth and exceed revenue targets
- Led Production Operations division, developing new production workflows to maximize team efficiency, output, and cross-departmental collaboration
- Oversaw production budget across multiple content verticals including tentpole events, video series, and podcasts, expanding creative capabilities while maintaining strong profit margins
- Spearheaded end-to-end production planning, mitigating risks and implementing solutions to ensure seamless project execution
- Transformed vendor partnerships through strategic negotiation and market analysis, cutting production costs by 15%

### AWARD NOMINATIONS

#### Emmy Award Nomination

*Outstanding Coverage of a Breaking News Event in a Newscast*

#### Emmy Award Nomination

*Outstanding Breaking News Coverage (x:2)*

#### Emmy Award Nomination

*Outstanding Live Coverage of a Current News Story (x:2)*

#### Emmy Award Nomination

*Outstanding Informative Talk Show*

### EDUCATION

#### Rutgers University | 2013

Bachelor of Arts in Journalism  
Minor in Political Science

### CERTIFICATE

MITx: Shaping Work Of The Future

### REFERENCES

Available on request

## EXPERIENCE

NBC News | May 2020 - June 2022

### Production Manager, Crew Desk

- Directed nationwide production operations and crew deployment for NBC News, orchestrating coverage teams across breaking news, long-form, and special productions
- Key Projects:
  - Led 2020 Presidential Election operations, managing 200+ crew members across 40 states to deliver 24/7 coverage across NBC, MSNBC, and streaming platforms
  - Spearheaded field operations for Derek Chauvin trial coverage, ensuring continuous live presence through strategic crew deployment and producer partnerships

NBC News | March 2018 - May 2020

### Production Manager, Today Show & Field Ops

- Drove production strategy for Today Show and NBC Specials, leading cross-functional teams and delivering creative solutions in high-pressure live environments
- Orchestrated Studio 1A operations for 3rd Hour of Today, including live music performances and large-scale Rockefeller Plaza events
- Key Projects:
  - Directed media center operations for Democratic Presidential Primary Debates in Atlanta and Las Vegas, coordinating with multiple news organizations
  - Led production strategy for 2020 Presidential Primary field coverage, identifying strategic broadcast locations and building remote anchor positions

NBC News | May 2014 - March 2018

### Assignment Editor

- Directed NBC's National News Desk operations, leading a team of editors, reporters, and crews in breaking news coverage and nationwide resource deployment
- Managed real-time news gathering and distribution across NBC platforms, coordinating between field teams and newsroom while ensuring editorial accuracy

NBC News | October 2013 - May 2014

### Researcher

- Supported senior editorial team during breaking news events, delivering rapid-response research across NBC News platforms
- Managed technical operations including studio bookings and multi-platform video intake coordination

## CORE COMPETENCIES

Strategic Planning & Execution  
Strategic Operations  
Creative Development  
Budget Management  
Team Leadership  
Cross-Functional Communications  
Crisis Management  
Live Production Operations  
Process Optimization  
Studio Design  
Vendor Management  
Breaking News Coverage  
News Judgement  
Talent Management  
Live Broadcast Production  
Studio Operations Management  
Political Event Coverage  
Field Production Operations  
Risk Management  
Resource Allocation  
Stakeholder Management  
Production Calendar Development  
Event Planning & Production  
Quality Control & Brand Standards  
Project Management  
Digital Strategy