

LLOYD D'SOUZA

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I lead creative and content organizations that are award-winning (3 Cannes Lions, multiple Clios and Webbys), shape brand voice and strategy across markets and deploy AI-native creative practices. As SVP, Global Head of Content, Video & Audio at Condé Nast, I oversee a central team supporting multiple brands with strategy, new development, and global production across nine markets. Currently serving as a Board Member for SOHO REP, an impactful theater company in Manhattan, and as a Board Advisor for Wryter.ai, a content development and creation engine used by filmmakers and studios.

EXPERIENCE

March 2024 - Present

Condé Nast

New York, NY

SVP, Global Head of Content, Video & Audio

- Oversee a central team that supports all Condé Nast brands in content strategy, new development, post-production & delivery and live production for video and audio.
- Guide data-driven programming strategies using audience insights, revenue attribution, advertiser opportunities, and ROI analysis to inform content decisions.
- Serve on Condé Nast's Strategic Leadership Team, helping to integrate AI into workflows and content pipelines.
- Built and deployed an editorial content dashboard with Claude analysis layered over our Databricks warehouse and public APIs that surfaces audience metrics, validates creative bets, and reveals content whitespace for development.
- Partnered with AWS and Twelve Labs to build a visual AI layer over our archive, enabling editorial teams to search and repurpose decades of content via natural language.
- Manage the exchange of creative ideas between teams across different regions to scale successful concepts efficiently, while exploring innovative production solutions and optimizing video monetization and profitability.
- Maintain robust relationships with Editorial leadership, supporting strategy on video monetization, and refine financial reporting processes to support business planning, investment decisions, and targeted growth initiatives for the Global Video business.
- Develop new off-platform partnerships to drive audience growth and revenue for Video and Audio, including a licensing and distribution deal with Netflix.

March 2022 - March 2024

Condé Nast

New York, NY

SVP, Global Head of Branded Entertainment & Consumer Revenue Video

- Unified revenue video creative and production processes for efficiency and effectiveness, developing an end-to-end pipeline from pitch to delivery to ensure client and brand success in video content. Led a global team across key markets, driving growth in local and global partnerships while managing P&L for commercial video revenue and production costs.

July 2018 - March 2022

Condé Nast Entertainment

New York, NY

Previous Roles at Condé Nast:

Vice President Content Development/Branded Entertainment (Global English Markets)
Executive Creative Director / Head of Content Development, Branded Entertainment
Executive Producer/Creative Director, Branded Entertainment - Lifestyle & GQ Sports

Feb 2018-July 2018

Media Strategy Consultant

New York, NY

- Applied expertise for partners (sports agencies, athletes, a political news outlet) for content strategy.

Oct 2016-Mar 2018

Vox Media, Inc, Vox Creative

New York, NY

Executive Producer/Creative Director

- Led branded-content video initiatives. Collaborated with Pre-Sale to determine accurate cost estimates, worked on project pitches and development as a Creative Director and Video Director, and managed teams for projects with clients like Ford, JPMorgan Chase, and more. Founded The Explainer Studio and established Vox Creative Signature Products, fostering lasting client relationships through unique 360 programs while managing post-production teams.

April 2014-Oct 2016

StarBeast Digital/Traction Ave. Films

Los Angeles, CA

Partner/Executive Producer

- Founded a visual media company, offering all-in-one creative execution services. Managed freelance teams for VFX and Animation, oversaw live-action shoots, and led a roster of seven directors. Contributed creatively to pitches, emphasizing future-forward visual engagement, and leveraged industry contacts to pitch original content to studios. 3 Cannes Lions for work with Nike.

Previous Creative/Production Experience (2001-2014)

Los Angeles, CA

Producer | Writer | Director

- Led the launch of a Post-Production/Visual Effects/Design & Animation house of a global commercial company as Head of Production, Los Angeles.
- Developed original material for feature films, television and web-based narrative and reality projects
- Helped guide projects from development into finance and through production, sales/distribution
- Worked in Feature Film development @ Warner Brothers Pictures w/ Producer Paul Hall (2000-2002)
- Wrote feature films; hired to adapt a novel for Producer Mark Johnson (Narnia Franchise, Breaking Bad)

AI/EMERGING TECH PRACTICE

CREATIVE DASHBOARD FOR AUDIENCE DATA/ANALYTICS/INSIGHTS

Built using Claude Design to maintain brand guidelines while providing a clean, editorial-like, user experience to visualize data across YouTube, Social, Reddit, Google Search and Internal financial data. Used by Editorial Leadership, Data/Analytics Leads to help guide decision making, structure asks to platform partners for insight and develop new content lanes where audience engagement and demos indicate a potential win. Significantly changed the way we approach the relationship between Editorial and Data/Insights to drive more critical thinking and solutions-oriented conversations.

THE CAMPUS - MULTI-AGENT STORYTELLING WORKSPACE

Utilizing OpenClaw and Claude Models, built a system of agents that do research on topics ranging from philosophy and theology to geopolitics and mythology. This plugs into a secondary Creative Workplace that is a working group of agents with specializations in genres and story-types to synthesize research into narrative works guided by a user. Frontend created in Claude Design to create a seamless workflow between 'stations' of ideation and delivery of final output. This creates a single place where an idea can evolve and grow into a final output without moving through various apps and environments that would otherwise disrupt the creative flow.

THE ORB - 3D DAILY WORKSPACE

Plugged Claude into TouchDesigner to render a reference pass of a 3D orb particle structure that has been recreated in Claude Code as main UI. Daily, it pulls from Google API, Superhuman's MCP, Wispr Flow, and Granola's MCP to collect and categorize priorities that manifest as different colored particles, clustered in project groups so a user can visualize their workload in a more holistic and serene way. With multiple tabs and inputs we can get overwhelmed to finish out the day and 'get to inbox zero'; this product visualizes the chaos as a controlled order and rewards a user for completing work dynamically.

EDUCATION

2005-2006

The Los Angeles Film School

West Hollywood, CA

- Direction / Producer Program

1997-2001

University of California, Los Angeles

Westwood, CA

- Sociology / Screenwriting