



Adam Deutsch
*Vice President, Global
Digital Product Operations,
ESPN*



Adam Deutsch is vice president, global digital product operations at ESPN. In his role, he leads the rollout of international digital properties, including editions of the ESPN app and ESPN.com, ESPNricinfo and ESPN international streaming platforms. He also oversees product operations for third-party digital global business partnerships, including ticketing, e-commerce, sponsored links and Accuweather.

Deutsch was the architect behind the ESPN “Editions Platform” that allowed ESPN to deliver digital products and services around the world in a unified, consistent way. In the last 18 months, ESPN has debuted 11 editions in both English and Spanish, and with more markets and languages to come as the company expands its global efforts. Deutsch was elevated to this position in March 2017.

Previously, Deutsch held the role as senior director, global digital media, where he served as general manager for ESPN’s international digital businesses, leading growth initiatives with an emphasis outside the U.S. including Latin America, Europe, Middle East and Africa, Southeast Asia and India.

Deutsch initially joined the Walt Disney Company in 1996 as a promotions manager at the ESPN Club at Walt Disney World. Since then, he has cultivated his career within the company, working his way over to Walt Disney Parks & Resorts Online, first as a manager of online marketing, and then as a manager of CRM & personalization marketing. Deutsch was then promoted to director of online marketing & product management, where he led the development on online marketing campaigns and websites, including Disneyworld.com. In 2008, he made the jump to ESPN as a senior director of digital media marketing, where he oversaw the marketing campaign development from strategy to media planning to analysis in support of ESPN.com business priorities. After leaving the company for a senior director role of brand marketing at NBC Universal, Deutsch returned to ESPN in 2012.

In 2015, Deutsch was named one of the winners of the Cablefax Digital Hot List Awards, an honor that recognizes innovative executives driving progress in social media, digital distribution, app development, web content, technology strategy, TV Everywhere/authentication and other cutting-edge multiplatform projects.

A native of Columbia, MD, Deutsch graduated from Rollins College with a Master of Business Administration with honors. He received his undergraduate degree from Adelphi University with a Bachelor of Arts in Communications.