

DOUGLAS CLARKE

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PROFESSIONAL SUMMARY

Customer Success and Account Management leader with 28+ years in entertainment, media, and technology. Proven track record managing strategic accounts for major television networks and Hollywood studios, driving customer retention and expansion through data-informed strategies. Combines deep entertainment industry expertise spanning music, film, streaming, and interactive media with technical fluency to translate customer needs into product roadmap influence. Skilled in team leadership, cross-functional collaboration, and building high-performing customer success organizations.

PROFESSIONAL EXPERIENCE

Xperi - Calabasas, CA 2015 - 2024

Principal Engineer, Solutions Architect - Technology Strategy

- Co-led strategic initiatives across home, automotive, and mobile products, aligning customer-facing solutions with corporate strategy and business objectives.
- Served as customer advocate for Hollywood studios and CE manufacturers, gathering feedback to refine products and drive adoption of IMAX Enhanced and DTS:X technologies.
- Built and maintained strategic relationships with major entertainment studios, collaborating to establish integrated workflows delivering measurable customer value.
- Developed success playbooks and training materials; authored specifications, guides, and educational content enabling customers and teams to maximize platform utilization.
- Incubated 60+ innovation concepts and collaborated with R&D on 30+ proof of concepts, demonstrating customer-centric approach to product development.

Watchwith / Related Content Database Inc. - San Francisco, CA 2009 - 2015

Senior Director, Customer Solutions / Director, Embedded Software

- Led customer success operations for 10+ television network accounts including Syfy, managing complete customer lifecycle from onboarding through expansion, reporting directly to CEO.
- Defined and optimized customer journey for Software as a Service (SaaS) product, establishing best practices for customer adoption and ensuring clients maximized platform value.
- Drove customer retention and expansion by identifying opportunities for deeper platform integration, resulting in multi-year partnerships with major entertainment brands.
- Acted as executive sponsor for strategic accounts, building C-level relationships and serving as primary advocate for customer needs within the organization.
- Gathered customer feedback and translated into actionable product recommendations, directly influencing product roadmap and feature prioritization.
- Led product management for Watchwith Televised connected TV interactive overlay application, ensuring alignment between customer requirements and product capabilities.

THX Ltd. - San Rafael, CA 2005 - 2009

Engineering Program Manager

- Managed cross-functional teams delivering THX Media Director, coordinating engineering, marketing, business development, and sales for alignment with business goals.
- Drove customer adoption by developing implementation solutions across multiple platforms including HDMI, Blu-ray, DVD-Video, displays, and receivers.
- Improved operational efficiency by 60% through innovative internal tooling, demonstrating commitment to process improvement and team enablement.

LSI Logic Corporation / C-Cube Microsystems - Milpitas, CA 1999 - 2005

Senior Software Engineer

- Designed and developed front-end software for ZiVA series DVD playback processor, supporting customers and maintaining firmware components.
- Created validation programs for silicon revisions; developed strong skills in embedded systems programming (C, C++, Assembly).

EDUCATION

Bachelor of Science in Music Engineering Technology | Summa Cum Laude, GPA 3.88

University of Silicon Valley (formerly Cogswell Polytechnical College) - Sunnyvale, CA

CERTIFICATIONS

Media Services Learning Plan - AWS (2025) | Agentic AI Fundamentals - LinkedIn Learning (2025) | Generative AI with Large Language Models - DeepLearning.AI, AWS (2024) | Foundations of Humane Technology - Center for Humane Technology (2023) | Deep Learning Specialization - DeepLearning.AI (2021) | Machine Learning - Stanford University (2018)

INDUSTRY AFFILIATIONS

Television Academy - Science & Technology Peer Group Member (11 years) | Hollywood Professional Association (HPA) - Member (7 years) | Society of Composers & Lyricists (SCL) - Member | SMPTE, CTA, IMF-UG - Active Standards Body Participant

SKILLS

Customer Success Leadership: Strategic Account Management, Customer Retention, Churn Mitigation, Customer Journey Optimization, Executive Relationship Building, Voice of Customer, KPI Development, Customer Health Scoring

Team Leadership: Team Building, Mentorship, Performance Management, Cross-Functional Collaboration, Stakeholder Management

Technical & Tools: Data Analysis, AI/ML, Agile Methodologies, Jira, CRM Systems, API Integration, Workflow Architecture

Entertainment Industry: Music, Film, Television, Streaming, Interactive Media, Hollywood Studios, Consumer Electronics, Content Lifecycle