

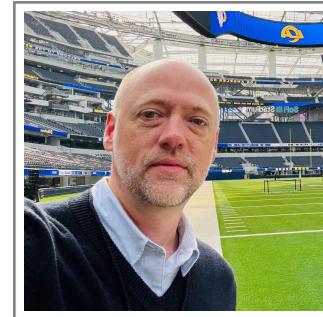
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Executive Profile

Customer Success Sales Executive with 20+ years leading CS organizations, driving customer retention, revenue expansion, accelerating business growth, and building strategic partnerships across enterprise cloud, gaming, media, and telco sectors. Proven track record exceeding multi-billion-dollar revenue targets, scaling global teams, and executing complex go-to-market strategies.

- Former Founder, CEO, and VP with extensive experience leading customer success, driving sales, and accelerating business growth from startups to Fortune 500 scale across technology, gaming, telco, and media verticals
- Expert in customer journey optimization, success frameworks, health scoring, and data-driven interventions that reduce churn and accelerate time-to-value
- Builder of scalable CS operations including segmentation strategies, digital CS programs, and customer engagement models serving tier-1 and long-tail accounts
- Proven leader in digital transformation, cloud adoption, and GenAI/AI customer success programs with technical certifications and hands-on product knowledge
- Champion of organizational design, talent development, and creating customer-obsessed cultures that drive long-term partnerships
- Track record of building lasting relationships with executives, producers, creative directors, and decision-makers across games and entertainment industries
- Passionate about coaching, mentoring, and developing teams to achieve career growth and exceed revenue attainment goals

Core Competencies

Customer Success
Leadership

Team Building & Talent
Development

Renewal & Expansion
Strategy

Organizational Design &
Operations

Customer Retention &
Revenue Growth

Customer Journey &
Lifecycle Management

Digital CS & Scaled
Programs

Change Management &
Adoption

Customer Health &
Analytics

Executive Business Reviews
(EBRs)

Customer Advocacy & Voice
of Customer

Technical Account
Management

Professional Experience

Amazon Web Services

Head of Customer Success – North America (TMEGS)

2020 – Present

Lead Customer Success organization for AWS across Telco, Media & Entertainment, Games, and Sports verticals. Responsible for customer expansion, product adoption, migration success, and revenue realization across a multi-billion-dollar portfolio of strategic accounts.

- Led a team of 23+ Customer Success Managers (CSMs) responsible for customer health, revenue realization, customer retention, and product expansion across the TMEGS segment
- Drive industry-leading Pipeline to Revenue Realization (PRR) growth metrics through proactive customer engagement, success planning, and value realization programs
- Built and operationalized CHI (Customer Health Insights), an aggregated analytics platform measuring customer satisfaction, engagement, consumption trends, pipeline velocity, and early warning signals—enabling data-driven interventions and reducing churn risk
- Establish digital customer success frameworks including onboarding programs, maturity models, adoption playbooks, and executive engagement strategies tailored to customer segments and lifecycle stages
- Owner of migration success, GenAI adoption, and consumption growth KPIs, driving double-digit YoY increases through targeted customer success and product-led growth initiatives
- Partner with sales, product, and support organizations to optimize customer journey, streamline handoffs, and ensure seamless experience from sales through renewal
- Author of CSM role guidelines, competency frameworks, and career development pathways, scaling organization YoY while maintaining 95% top-tier talent retention
- Lead executive sponsor program for tier-1 strategic accounts, conducting quarterly business reviews (QBRs), multi-year success planning, and C-suite relationship management
- Establish governance and inspection rhythms including weekly pipeline reviews, monthly metrics reviews, and quarterly strategic planning sessions ensuring organizational alignment
- Design and implement digital CS programs and scaled engagement models for mid-market and emerging segments, automating and enabling one-to-many customer success
- Drive change management for new product launches and go-to-market motions, equipping CS teams with enablement, training, and resources to support customer adoption
- Certified AWS Solutions Architect Associate and Generative AI Practitioner with hands-on technical knowledge of AWS services and customer use cases
- Hiring Bar-Raiser with over 250 interviews completed across various roles within Amazon

Rovio Entertainment

VP, Sales & Commercial Partnerships – North America

2016 – 2020

VP of Sales and Business Development for Rovio Entertainment in North America, makers of the Angry Birds franchise. Led revenue growth strategy, partner channel sales, and commercial partnerships for "Hatch" cloud gaming platform launch.

- Built and led sales organization responsible for B2B revenue growth across telco carriers, OEM device manufacturers, and enterprise gaming partnerships
- Closed strategic partnerships with Verizon, Sprint, Vodafone, and Samsung, negotiating multi-million-dollar commercial agreements and joint go-to-market commitments
- Led business development team securing 400+ game title licenses from publishers, studios, and IP owners, managing complex commercial negotiations and minimum guarantee structures
- Developed North America sales strategy including territory design, account targeting, pipeline generation, and revenue forecasting aligned to company growth objectives
- Owned P&L for content acquisition budget and revenue targets, managing commercial risk and optimizing deal structures for profitability
- Managed global cross-functional teams across sales, marketing, product, and engineering to ensure seamless customer onboarding and partnership execution

Immersion Corporation

Sr. Director of Sales – Gaming Vertical

2014 – 2016

Sales executive at Immersion Corporation (NASDAQ: IMMR) leading global revenue strategy for haptics technology licensing across PC, console, and VR gaming markets. Responsible for new business development, partnership sales, and deal execution.

- Led global sales strategy for haptics IP licensing, driving partnerships with tier-1 game publishers, hardware OEMs (Sony, Microsoft, Nintendo ecosystem), and platform providers
- Exceeded annual revenue and adoption targets by 185% through strategic account planning, executive relationship building, and solution-based selling approach
- Closed complex three-party licensing deals between hardware manufacturers, game developers, and Immersion requiring multi-stakeholder alignment and commercial coordination
- Developed sales plays and enablement materials for "Rumble" technology GTM launch, positioning value proposition and competitive differentiation for gaming segment
- Built pipeline through industry events, executive networking, and targeted outreach to decision-makers at publishers, studios, and hardware companies
- Established sales forecasting, pipeline management, and CRM hygiene standards improving predictability and visibility into revenue performance

Somatone Interactive

Founder / CEO – Sales & Revenue Leader

2003 – 2014

Founded and scaled Somatone to become the #1 creative services provider in the video game industry. Built sales organization from ground up, driving revenue growth from zero to successful Private Equity exit.

- Built sales organization and repeatable revenue engine serving 1000+ game titles across AAA publishers, independent studios, and mobile developers
- Grew company from 2 to 30+ employees with sales team responsible for new business development, account management, and upsell/cross-sell across global customer base
- Developed innovative pricing and sales model including subscription and micro-currency structures that increased deal size, win rates, and created recurring revenue streams

- Established sales processes, pipeline management discipline, forecasting accuracy, and quota attainment metrics driving consistent revenue growth and profitability
- Closed strategic partnerships with tier-1 publishers (EA, Activision, Ubisoft) establishing multi-year master service agreements and preferred vendor relationships
- Led M&A strategy and integration of acquisitions across US, Canada, and Germany, expanding market presence and sales coverage
- Successfully exited to Private Equity in 2014 following sustained revenue growth and market leadership position

Additional Experience

Earlier Career Highlights

- Built customer success and account management functions across multiple technology startups and growth-stage companies
- Developed expertise in SaaS customer success best practices, CS operations, and customer engagement strategies across various segments
- Consistently achieved or exceeded customer retention, NRR, and satisfaction targets with recognition for customer advocacy and partnership

Certifications & Thought Leadership

- AWS Solutions Architect Associate and Generative AI Practitioner certified
- Featured speaker at Customer Success Collective, and industry customer success conferences
- Active member of customer success executive networks and peer groups
- Amazon Bar Raiser certified with expertise in hiring, interviewing, and talent assessment
- Recipient of SF and Silicon Valley Business Times "Fast-50" award for outstanding business growth

Education

University of Oregon – Eugene, Oregon

Berklee College of Music – Boston, Massachusetts

Dual Degrees in Business Management and Music Technology & Engineering