**Doug Yates Bio**

**Doug Yates is a brand strategist and marketing leader who blends creative vision with data-driven strategy to build brands, engage audiences, and drive growth. He has held senior leadership roles at Disney, FX, TV Guide, Lucasfilm, FOX, and Amazon, and earlier this year joined Ubicquia as Chief Marketing Officer.** In this role, he is helping advance the company’s mission to lead the global shift toward intelligent infrastructure through AI-powered intelligence and proprietary technology.

At Lucasfilm, Doug served as Head of Marketing, Distribution & Online, overseeing the company’s portfolio of intellectual property—including the iconic Star Wars franchise—and expanding its global presence through strategic franchise management.

With career experience spanning more than 20 countries and a personal sabbatical across 50+ nations on six continents, Doug brings a uniquely global perspective to every endeavor.

He holds an MBA in Marketing from the Marshall School of Business at the University of Southern California and is a regular guest lecturer at Marshall, the USC School of Cinematic Arts and the USC Roski School of Art and Design.