

SANFORD HOLSAPPLE

Creative Technology & Systems Leadership

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Creative technology leader with 12 years at Netflix (2014–2026), progressing from creative editor to Senior Strategist, Technology. Co-inventor on two Netflix patents spanning video personalization and computer-vision–driven cropping; built and productized automation and ML-assisted systems that scale promotional asset production and delivered \$5M+ in annual cost avoidance.

EXPERIENCE

Netflix — Remote / Los Angeles, CA (2014 – 2026)

Senior Strategist, Technology 2022 – 2026

- Led conceiving, design, and deployment of creative tooling systems that scaled promotional asset production, achieving \$5M+ in annual cost avoidance.
- Directed A/B and multivariate testing strategy across 1,600+ video and image asset variations to optimize member engagement.
- Aligned Creative, Engineering, and Product teams on creative standards and technical feasibility for emerging experiences.
- Partnered with Data Science and Engineering to apply existing ML and personalization infrastructure to new creative automation use cases.
- Developed the creative approach for using real-time rendered visual effects on the TVUI homepage, unlocking a more interactive and engaging experience for members.
- Developed and implemented a tagging and metadata structure to enable deep understanding of video performance in new member experiences.
- Translated complex technical systems into actionable strategy for non-technical senior stakeholders.

Senior Creative Technologist 2020 – 2022

- Architected the Dynamic Asset Assembly ecosystem, leveraging internal infrastructure to enable automated, scalable creative production.
- Delivered a 70% reduction in production costs and a 60% improvement in turnaround time through systemized asset-creation workflows.
- Collaborated with Client and Backend Engineering to expand platform capabilities and shape new feature development.
- Defined technical requirements and user flows for creative systems, driving cross-team adoption.

Creative Strategist, Video 2017 – 2020

- Standardized a cross-functional asset-testing framework for promotional video and imagery, improving data reliability and performance measurement.
- Developed and piloted new asset formats that improved content discovery and member engagement.
- Partnered with Product, Design, and Marketing to operationalize creative insights across campaigns and global markets.

Creative, Video 2014 – 2017

- Edited and creative-directed promotional audio/visual assets supporting major Netflix title launches.
- Delivered high-performing campaigns through storytelling aligned to brand and platform guidelines.
- Contributed to cross-functional workflows that seeded future automation and tooling initiatives.

INNOVATION RECOGNITION & IP

Co-inventor, 2 Netflix Patents

Automated Video Cropping (US 11,477,533)

Dynamically Composed Personalized Media Assets (US 12,177,542)

INDUSTRY CONTRIBUTION

“The Next Step in Personalization: Dynamic Sizzles”

Netflix Tech Blog

CORE EXPERTISE

Creative Technology Strategy
AI/ML-Driven Creative Systems
Computer Vision & Video Understanding
Personalization Algorithms
0 → 1 Product Invention
Cross-Functional Leadership
R&D Strategy
Process Automation at Scale
A/B & Multivariate Testing
Data-Informed Decision-Making
Stakeholder Management
Agile Workflows

EDUCATION

BFA, Studio Art

SUNY Fredonia — 2004

SELECTED WORK & INNOVATION

Dynamic Sizzle — Personalized Trailer System

Inventor & Lead

- Piloted the initial Dynamic Sizzle systems test across 50 titles in the top 11 U.S. categories (~4,950 clips), proving technical feasibility of a scalable multi-title personalization architecture driven by title-ranking logic.
- Led development of a personalization algorithm that ranks and sequences titles and video segments, feeding automated assembly logic to generate individually tailored trailers.
- Led evolution of the system into a production creative-direction tool (asset construction UI), enabling editors and strategists to configure cadence and single- vs. multi-title experiences without engineering support.
- Co-invented the underlying approach, patented as “Methods and Systems for Providing Dynamically Composed Personalized Media Assets” (US Patent 12,177,542).
- Featured in “The Next Step in Personalization: Dynamic Sizzles” on the Netflix Tech Blog.

Minimal HITL — Automated Vertical Video Cropping

Inventor & Lead

- Improved automated crop quality from a 35% to 71%+ QC pass rate by layering Google's AutoFlip algorithm with proprietary shot detection, face detection, motion tracking/smoothing, and active speaker detection.
- Scaled the resulting algorithm-assisted workflow to 17,000+ titles across four global regions (APAC, EMEA, LATAM, UCAN), reaching ~67% automated vertical video coverage.
- Owned the strategist-led step in a cross-functional workflow spanning creative agencies, engineering, and regional creative escalation teams; defined and drove an active roadmap (expanded editing controls, direct-to-Backlot delivery, further algorithm tuning) to close remaining production gaps.
- Guided development of an in-line editing tool that let video editors review and adjust algorithm-generated crop boundaries, publish changes, and trigger downstream render and encode.
- Co-invented the underlying approach, patented as “Automated Video Cropping” (US Patent 11,477,533).