



MIT Sloan

# BUSINESS in GAMING

“Competing on Analytics”



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# Welcome

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**Dear Conference Guests,**

On behalf of the organizing committee and MIT Sloan School of Management, welcome to the 2nd annual MIT Sloan Business in Gaming Conference! Thank you for joining us in Cambridge for a day of knowledge exchange and networking.

We have chosen this year's conference theme, **Competing on Analytics**, to highlight the impact of analytics across many dimensions of the gaming industry. Whether you are building a startup or growing an established firm in serious gaming, hardcore gaming, social gaming, or any space in-between, we hope this conference will provide you with the inspiration and connections to help you make a profound impact on your company.

The B.I.G. team has been working extremely hard behind the scenes to make this year's conference bigger and better, and they have assembled a distinguished group of panelists to share their insights. These speakers have achievements spanning decades, and many of them are highly respected pioneers in their fields. Through our eight panel discussions, we look forward to seeing industry veterans, entrepreneurs, legal professionals and analysts draw on their experiences to share their thoughts about the challenges and opportunities that lie ahead for the industry. We are extremely honored to welcome these speakers who travelled from far and near to join us today.

We also want to extend a huge thanks to our amazing organizing team. It has been an absolute pleasure to work with and learn from all of you. In addition to MIT Sloan organizers, this year's B.I.G. student team included MBA students from Babson College, Harvard Business School and Suffolk University who have all made critical contributions to the conference. We would also especially like to thank TJ Rivera and Chris Kenney, whose guidance as second-year organizers has been invaluable in making the second iteration of B.I.G. a success.

Of course, we would like to thank our sponsors and partners whose much-appreciated support has enabled us to take B.I.G. to the next level this year. We are also grateful to our advisors for their support, and their help has been paramount in assembling this top-notch lineup of speakers.

We are excited to have you here and wish you a fruitful conference. Hope to see you again next year!

Sincerely,

**David Bueno and Joy Koh**  
**Conference Co-Chairs**

## About the Conference

The Business in Gaming (B.I.G.) conference seeks to bring together industry leaders, game developers, professors, and students from leading academic institutions to discuss the challenges of today and tomorrow facing the gaming industry. B.I.G. also supports industry growth in the Northeast by connecting professionals, facilitating knowledge exchange, and steering talent into the industry.

# Schedule

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Time	Programme
7.00am	<b>Registration Opens</b>
8.00am	<b>Opening of Conference and Welcome by Organizers</b>
8.05am	<b>Opening Keynote by Gordon Walton, Co-Studio Director, Bioware Austin</b>
9.00am	<b>Refreshments</b>
9.30am	<b>Panel: “Radical Approaches to Game Marketing”</b> Room: Horace Mann  <u>Moderator:</u> Dan Lazar, Partner, Chatter Inc <u>Panel Members:</u> <ul style="list-style-type: none"><li>• Leonie Manshanden, Marketing Director, Irrational Games</li><li>• Adam Mersky, Executive Director of Communications, Turbine</li><li>• Chris Enock, Marketing Director, Riot Games</li></ul>
9.30am	<b>Panel: “Gaming Companies Financial Analytics”</b> Room: Thomas Paul / Deborah Sampson  <u>Moderator:</u> Dan Scherlis, Scherlis.com <u>Panel Members:</u> <ul style="list-style-type: none"><li>• Michael Pachter, Analyst, Wedbush Morgan</li><li>• David Cole, Founder &amp; CEO, DFC Intelligence</li><li>• Eric Costa, Director of Finance, Harmonix</li></ul>
10.30am	<b>Refreshments</b>
11.00am	<b>Panel: “Mass Effect: The State of Gaming in Massachusetts”</b> Room: Horace Mann  <u>Moderator:</u> Alex Aber, Foley Haag <u>Panel Members:</u> <ul style="list-style-type: none"><li>• Curt Schilling, Founder and Chairman, 38 Studios</li><li>• Jason Schupbach, Creative Economy Industry Director, MA Dept of Business Development</li><li>• Bob Ferrari, VP of Global Publishing and Business Development, Sanrio Digital</li><li>• Brian Balfour, Founder and VP of Product Marketing, Viximo</li><li>• Tom Dusenberry, Founder, Dusenberry Entertainment</li></ul>
11.00am	<b>Panel: “Hollywood, Music and Gaming”</b> Room: Thomas Paul / Deborah Sampson  <u>Moderator:</u> Chris Weaver, Founder, Bethesda Softworks & MIT Faculty <u>Panel Members:</u> <ul style="list-style-type: none"><li>• Mike Dornbrook, COO, Harmonix</li><li>• Paul Neurath, Owner / Creative Director, Floodgate Entertainment</li><li>• Mark Blecher, GM and SVP, Hasbro Digital Media &amp; Gaming</li><li>• Ian Davis, President, Rockstar New England, Rockstar Games</li></ul>
12.00pm	<b>Networking lunch</b>

<b>Time</b>	<b>Programme</b>
1.00pm	<p><b>Panel: “The Changing Face of Social Games”</b> Room: Horace Mann</p> <p><u>Moderator:</u> Steve Meretzky, VP of Game Design, Playdom <u>Panel Members:</u></p> <ul style="list-style-type: none"> <li>• Nabeel Hyatt, Founder &amp; CEO, Conduit Labs</li> <li>• Jeffrey Anderson, Founder &amp; CEO, Quick Hit</li> <li>• Eduardo Baraf, Tabula Digita</li> <li>• Steve Curran, Founder &amp; Creative Director, Pod Design Digital</li> </ul>
1.00pm	<p><b>Panel: “Game Communities for Fun and Profit”</b> Room: Thomas Paul / Deborah Sampson</p> <p><u>Moderator:</u> Eric Goldberg, Managing Director, Crossover Technologies <u>Panel Members:</u></p> <ul style="list-style-type: none"> <li>• Tom George, Director of Online Marketing and E-Commerce, Turbine</li> <li>• Jon Radoff, CEO, Disruptive Beam LLC</li> <li>• Gordon Walton, Co-Studio Director, BioWare Austin</li> <li>• Christian Meyer, Senior Vice-President / General Manager, GSN Digital Solutions</li> </ul>
2.00pm	<b>Refreshments</b>
2.30pm	<p><b>Panel: “The Next Big Thing”</b> Room: Horace Mann</p> <p><u>Moderator:</u> Greg Boyd, Davis &amp; Gilbert LLP <u>Panel Members:</u></p> <ul style="list-style-type: none"> <li>• Jessica Mulligan, Executive Consultant</li> <li>• Cindy Armstrong, CEO, Electric Bat Interactive</li> <li>• Craig Alexander, VP of Product Development, Turbine</li> </ul>
2.30pm	<p><b>Panel: “How to Build and Launch a Gaming Startup”</b> Room: Thomas Paul / Deborah Sampson</p> <p><u>Moderator:</u> Stephen Charkoudian, Goodwin Procter <u>Panel Members:</u></p> <ul style="list-style-type: none"> <li>• Eitan Glinert, Founder, Fire Hose Games</li> <li>• Matt Nichols, Principal, Highland Capital Partners</li> <li>• Pano Anthos, CEO, Hangout Industries</li> <li>• Walter Somol, Global Publishing Business Development, Microsoft</li> <li>• Dave Cappillo, Partner, Goodwin Procter</li> </ul>
3.30pm	<b>Refreshments</b>
4.00pm	<b>Closing Keynote by Steve Meretzky, VP of Game Design, Playdom</b>
5.00pm	<p><b>End of Conference</b> <b>Start of Reception hosted by NE Games SIG (10<sup>th</sup> Floor Commons)</b></p>

# Opening Keynote

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## **Gordon Walton**

*Co-Studio Director, BioWare Austin*

Gordon Walton has been authoring games and managing game development since 1977. He is currently VP and co-Studio General Manager at BioWare Austin working on Star Wars®: The Old Republic™. Previously he was VP, Executive Producer and Studio Manager at Sony Online Entertainment in Austin, working on an unannounced product and Star Wars Galaxies. Prior to joining Sony Online Entertainment, Gordon was VP and Executive Producer of The Sims Online at Electronic Arts/Maxis, and in the same role for Origin Systems managing Ultima Online™: He also served as Senior VP and General Manager of Kesmai Studios where he oversaw the development several MMOGs including Air Warrior™ and Multiplayer Battletech™. Gordon has owned and managed two development companies and was development manager for both Three-Sixty Pacific and Konami of America, Inc. He has personally developed over thirty games and overseen the development of over 200 games.

Gordon has been a speaker at every Game Developers Conference since its inception in 1988. Gordon has also been a featured speaker at industry events such as E3, Austin Game Developers Conference, East Coast Computer Game Developers Conference, Kagan Conference, Japan Personal Computer Software Association Conference, and Jupiter's Conference.

Gordon is a founding member of the International Game Developers Association (IGDA) and a member of the Academy of Interactive Arts and Sciences (AIAS). Gordon holds a B.S. degree in computer science from Texas A&M University with a minor in electrical engineering.

# Closing Keynote

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## **Steve Meretzky**

*VP of Game Design, Playdom*

Steve Meretzky is VP of Game Design for Playdom, one of the leading social game companies. His nearly 30 years in electronic gaming, and his year and half in the fledgling field of social games, gives him a unique perspective on this new way for people to games together. He talks about the business and design of social games today, and a glimpse of what to expect from the social games of tomorrow.

It's hard to have a serious conversation about gaming without mention of Steve. It's also hard to have a humorous conversation about gaming without mention of him. Steve's contributions to the industry began in 1981 at the legendary adventure game company Infocom, where his titles included Planetfall, The Hitchhiker's Guide to the Galaxy (a collaboration with Douglas Adams), Leather Goddesses of Phobos and Zork Zero. Prior to joining Playdom, Steve co-founded Boffo Games and held senior creative posts at Blue Fang Games, Floodgate Entertainment and WorldWinner.com. Over his prolific career, Steve also consulted with teams at Activision, Blizzard, Disney, EA, Harmonix, Hasbro and Legend, to name a few.

Steve is a former board member of IGDA, a frequent lecturer at industry events, and an organizer of both the Social & Online Games Summit at the GDC and the Game Designers Workshop. Steve holds a degree in construction project management from MIT, but otherwise assures us that he did not waste his four years there.

# Panels

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## Radical Approaches to Game Marketing

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**Time** 9:30 AM – 10:30 AM  
**Location** Horace Mann

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**This panel will discuss how untraditional marketing methods have helped turn good game marketing into great game marketing. The discussion will include examples from top titles, and will explore the rationale behind the decisions.**



**Dan Lazar**  
Moderator, Partner, Chatter, Inc.

Dan Lazar is the Los Angeles Managing Partner of Chatter Inc., a full-service research and strategy consultancy to the videogame industry. Dan is a foremost expert at marrying consumer insights with game development and brand strategy. In this role he has worked on some of the biggest brands in gaming, including Spore, Guitar Hero, BioShock, Tony Hawk, Call of Duty, Spider-Man, Wolfenstein, God of War, Twisted Metal, Heavenly Sword, Killzone, Sonic the Hedgehog, and others. He began his career in gaming at Activision, where he was on the brand teams for Call of Duty and Shrek. This experience has helped him deliver uniquely actionable consumer-driven strategic insights to a host of gaming clients, including Electronic Arts, Activision, SCEA, SEGA, Disney Interactive Studios, Irrational Games, Warner Bros. Interactive, and others. Dan’s extensive research and strategy track record spans male and female gamers, kids and adults, and all genres and platforms. On average, Dan speaks with over 150 gamers a month in a research setting. Dan holds a BA from UC Davis and an MBA from the Marshall School of Business at USC.

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**Adam Mersky**  
Executive Director of Communications, Turbine

Adam Mersky is the Executive Director of Communications for Turbine, Inc., the largest privately held online game studio in North America. Prior to joining Turbine, Adam was the Managing Director of the Boston office of Voce Communications, a leading communications consultancy. Charged with operating the east coast operations, Adam also serviced leading organizations including Yahoo!, Discovery Networks and NEC. Prior to his work at Voce, Adam served as the Director of Public Relations for GetConnected, Inc., the leading provider of software solutions and services that enable retailers, e-tailers, OEMs, catalogers and call centers to quickly and cost-effectively sell broadband, wireless handsets and services and landline telephony. Adam also has served in senior roles at Shandwick International where he helped develop and deploy the public relations program for several of the enterprise computing divisions at Compaq Computer. He has managed public relations and event management services for Dun and Bradstreet, Oracle, Digital Equipment Corp., Art Technology Group, British Airways, Continental Airlines, Capitol Records and Rhino Records.



**Leonie Manshanden**  
**Marketing Director, Irrational Games**

As the Director of Marketing for Irrational Games, Leonie Manshanden works alongside Creative Director Ken Levine and oversees the strategic development of all the marketing and PR for the studio's projects.

She also oversees [www.irrationalgames.com](http://www.irrationalgames.com) which is rapidly growing with the release of podcasts and its open approach to consumer communications.

Prior to Irrational Games, Leonie has held leading positions in both the US and European markets at Sony Music, Activision and Midway Games. Her drive to implement sound strategies focused on results, has contributed to the success of over 40 brands. She was honored by MCV – Trade Magazine for the UK games industry, in their top '30 under 30' in 2008.

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**Chris Enock**  
**Marketing Director, Riot Games**

Chris Enock is the Marketing Director of Riot Games, responsible for both the marketing and monetization of League of Legends (winner of IGN's Reader's Choice awards for "Best Strategy" and "Best Multiplayer PC Game"). With a nine year history in the video games industry and an MBA from the Kellogg School of Management, Chris has worked in marketing for EA and Activision, most recently as a Global Brand Manager on Guitar Hero.

## Gaming Company Financial Analytics

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**Time** 9:30 AM – 10:30 AM

**Location** Thomas Paul / Deborah Sampson

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**Dan Scherlis**  
Moderator, Scherlis.com

Dan Scherlis is a consulting executive producer with 15-years experience with social media and electronic entertainment. Dan was CEO of massively-multiplayer developer Turbine during its initial five years, serving as producer of the Microsoft-published Asheron's Call. He was then founding Content Director of a new mobile-games venture within telecom giant Comverse. Before joining Turbine, Dan proposed and led a new game-publishing initiative for Papyrus Design Group, where he produced IndyCar Racing. Dan has been an advisor to Floodgate Entertainment and other online-content and online-community ventures. Dan holds AB, AM (Linguistics), and MBA degrees from Harvard.

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**Michael Pachter**  
Analyst, Wedbush Morgan

Mr. Pachter is an analyst at Wedbush Securities providing coverage of the Entertainment Software, Entertainment Retail and Movies and Entertainment sectors. Before joining Wedbush Securities, Mr. Pachter served as the Director at Management Resource Center, a middle-market investment bank. Prior to that, Mr. Pachter spent 15 years in various financial and management positions at Atlantic Richfield Company, most recently as Director of Strategic Planning. Mr. Pachter brings over 20 years of experience as a finance professional to Wedbush Securities. Mr. Pachter has been recognized as StarMine's *Top Earnings Estimator* year after year. Mr. Pachter holds an M.B.A. from the Anderson School at the University of California at Los Angeles, a juris doctor from Pepperdine University, an LL.M. in Taxation from the University of Florida, and a bachelor's in Political Science from California State University, Northridge.

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**David Cole**  
Founder & CEO, DFC Intelligence

David Cole is the founder and CEO of DFC Intelligence, a research firm focused on tracking digital entertainment. Since 1994, he has personally authored numerous reports on the video game and interactive entertainment industry, spoken at leading industry conferences and consulted with top companies in the entertainment, telecommunications, investment and consumer electronics industries. Mr. Cole is one of the most widely quoted analysts on video games, computer software and the Internet. Mr. Cole has a BA in economics and industrial relations, as well as a JD from the University of North Carolina.

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**Eric Costa**  
Director of Finance, Harmonix

Eric is a financial executive in the console games industry, presently with Harmonix Music Systems and MTV Games, and previously with Rockstar New England and Mad Doc Software. As the CFO of Mad Doc Software, he led the company through its acquisition by Rockstar Games. Eric has also served as the CFO of an electronics engineering and manufacturing company. In addition to his financial background, Eric has worked in engineering, manufacturing management, and was once the project manager of a NASA satellite. He also founded a wine importing and distribution company. Eric has a BS in engineering from MIT and an MBA from Stanford.

## Hollywood, Music, and Gaming

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**Time** 11:00 AM – 12:00 PM

**Location** Thomas Paul / Deborah Sampson

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**Modern Warfare 2, Halo: Reach, The Beatles: Rock Band.... The biggest releases in the industry are built on the strength of major brands or have become massive media properties in their own right. Most of the major game publishers have announced blockbuster strategies, very similar to the transformation of the movie industry over the past ten years. What does this mean for the gaming industry as a whole? What trends and challenges are on the horizon for Game Designers and Marketers? Our panelists will share their insight and best practices for succeeding in this new landscape.**



### **Christopher Weaver**

**Moderator, Bethesda Softworks, MIT Faculty**

Christopher Weaver is the Founder of Bethesda Softworks, a software entertainment company that has won every major national and international industry award, including over two hundred “Best Game of the Year” awards, the Codie, IGDA and ADC awards, two Clios and the Golden Cyber Lion at Cannes. Bethesda is credited with the creation of physics based sports simulation and built the original John Madden Football, which has become the topselling sports game of all time. Bethesda has also created over 75 other hit titles, including Gridiron; Wayne Gretzky Hockey; The Terminator, Burnout Drag Racing, NCAA Basketball, and The Elder Scrolls — one of the bestselling role-playing series in the history of computer games as well as Fallout 3.

Weaver received his SM in Engineering from MIT and was the first Daltry Scholar at Wesleyan University, where he earned dual Masters Degrees in Japanese Ethnomusicology and Computer Science and a dual CAS Doctoral Degree in Japanese and Physics. An author and advisor to government and industry, he holds patents in interactive media, system security and broadband communications.

A former member of the Architecture Machine Group and Fellow of the MIT Communications and Policy Program, Weaver was a Fellow of the Robotics Simulation Laboratory at Carnegie Mellon and currently teaches at MIT in the Comparative Media Studies program and as a Lecturer in Engineering. He is a Board Member of the MIT Communications Technology Roadmap group and a Visiting Scientist in the Microphotonics Center. In 2005, he was inducted into the Cosmos Club for excellence in engineering.

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### **Mike Dornbrook**

**COO, Harmonix**

Often referred to as Harmonix’s “adult supervision” or its master of “the boring stuff,” Mike is responsible for Harmonix’s Finance and Administration. He has handled most of the major deals, such as the game publishing contracts and the Chinese manufacturing of all the drums and guitars. Previously he headed up Infocom’s marketing through most of the 1980s, launching over forty Top-10 bestsellers, and he is particularly proud of championing The Hitchhiker’s Guide to the Galaxy and Leather Goddesses of Phobos. Before joining Harmonix in 1997, he was co-founder and president of Boffo Games, best known for The Space Bar. He loves to spend as much time as he can spare working outdoors at his retreat in northern Vermont.



**Paul Neurath**  
**Owner/Creative Director, Floodgate Entertainment**

Paul Neurath, founder and Creative Director of Floodgate Entertainment, is an 20-year veteran of the interactive entertainment industry. He started making videogames in the mid-1980s as an independent game author who created several award winning computer games. In 1990 he founded Blue Sky Productions, which was later renamed to Looking Glass, and became a leading US game development studio. Looking Glass developed 18 titles and generated over \$120M in sales. As Creative Director of the studio, Paul designed and directed the development of such acclaimed titles as Ultima Underworld, Terra Nova, Flight Unlimited, and Thief, which collectively earned over a dozen game-of-the-year awards. He was also instrumental in pioneering breakthrough gaming technologies, including 3D texture mapping and photorealistic terrain. As the founder and Creative Director of Flood Gate Entertainment, Paul oversees all design, development and research efforts of the company.

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**Mark Blecher**  
**GM and SVP, Hasbro Digital Media & Gaming**

Mark Blecher is the General Manager Hasbro's Digital Media and Gaming business unit. In this role he oversees Hasbro's partner and licensing efforts in the digital game industry. He is also leading the launch efforts for Hasbro and Discovery's new online entertainment business, which will accompany the two company's joint venture cable network.

Blecher has extensive marketing and leadership experience. Prior to joining Hasbro in 2004, he was with Kodak, where he was President of their Ofoto photo development service division based outside of San Francisco. At Kodak, he designed strategies and programs that enabled Ofoto to capitalize on the the growth of digital cameras and achieve true mass-market penetration. Previously, Blecher served as Vice President of Marketing for Electronic Arts's console business and then as Vice President of Marketing and Ad Sales for EA's internet games business. Prior to EA, Blecher spent 12 years working for packaged goods companies, holding management positions at PepsiCo and The Clorox Company. Blecher is a graduate of the University of Pennsylvania's Wharton School where he received his Bachelor of Science degree in Economics. He also holds an MBA from the Harvard Business School.

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**Ian Davis**  
**President, Rockstar New England, Rockstar Games**

Dr. Ian Lane Davis is currently the President of Rockstar New England, a studio within Rockstar Games. He was formerly CEO and Founder of Mad Doc® Software (acquired by Rockstar), Creative Director on the critically acclaimed Empire Earth® II, and former Technical Director at Activision's Santa Monica studio, and is widely acknowledged as one of the top Artificial Intelligence experts in the video game industry. His direct credits include Bully: Scholarship Edition, Star Trek Legacy, Empire Earth® II (a PC Gamer Editor's Choice Award winner), the Academy of Interactive Arts and Sciences Computer Role Playing Game of the Year Finalist: Dungeon Siege®: Legends of Aranna™; Empire Earth: The Art of Conquest™; and Star Trek®: Armada II™, among others.

Currently co-authoring the definitive AI and games textbook for academic and industry training, Dr. Davis is a trusted advisor to key industry publishers, serves as a Peer Panel Leader for the AIAS Peer Panel for Gameplay Engineering, was Editor-in-Chief of the Journal of Game Development for two years, and is a frequent guest professor at MIT. A highly sought speaker who presents in academic and game-focused venues, Davis earned his doctorate in AI and Robotics from Carnegie Mellon University.

## Mass Effect: The State of Gaming in Massachusetts

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**Time** 11:00 AM – 12:00 PM

**Location** Horace Mann

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**Alex Aber of Foley Hoag LLP, outside general counsel to 38 Studios, LLC, will lead this distinguished panel of video game veterans in a lively discussion of the state of the industry in Massachusetts. From the perspective of local startups to mature multinationals to government insiders, we'll discuss why — in the words of Governor Deval Patrick — the video game industry is on fire in Massachusetts. Panelists will opine on the thriving Bay State video game ecosystem and the factors that make this an ideal location for development stage and mature companies alike — from the availability of talent and the availability of capital to the broad industry support on Beacon Hill.**



**Alex Aber**  
Moderator, Foley Hoag

Alex Aber concentrates his practice on mergers and acquisitions and corporate finance and has extensive experience representing public and private company buyers and sellers in domestic and cross-border mergers and acquisitions and other strategic business transactions.

Alex also advises founders and investors in early stage and mature technology and life science companies on a broad range of matters including corporate governance and management, equity and debt financing transactions, technology licensing, joint ventures, and general legal matters.

Alex serves as outside general counsel to 38 Studios, LLC and Good Start Genetics, Inc. and recently completed a secondment with The General Counsel's Office of EMC Corporation in which he represented EMC in various public and private company acquisitions and strategic investments.

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**Curt Schilling**  
Founder and Chairman, 38 Studios

You might think Curt Schilling's biggest calling in life has been Major League Baseball, but the three-time World Series champion and six-time MLB All-Star is equally passionate about video games. You can often find Curt playing an MMOG on his laptop — it's something he's been doing since he was a teenager. Curt became involved in the business end of the industry over a decade ago when he formed a relationship with Sony Online Entertainment. In 2003 and 2004 Curt served as the official spokesperson for the 3DO Company's High Heat Baseball. Curt brought this love for gaming to life by founding 38 Studios in 2006.

In addition to this industry experience, Curt brings another unique perspective to the table: he has the instinct to recognize talent and lead a championship team. Curt and his wife Shonda are passionate philanthropists and have raised over \$10 million to fight ALS (Lou Gehrig's Disease) through Curt's Pitch for ALS ([www.curtspitch.com](http://www.curtspitch.com)), as well as encouraging awareness for sun protection through the SHADE Foundation ([www.shadefoundation.org](http://www.shadefoundation.org)).

Respected worldwide for his dedication to winning and his commitment to philanthropic causes, Curt is assembling a team to create something extraordinary with 38 Studios.



**Jason Schupbach**  
**Creative Economy Industry Director, MA Department of Business Development**

Jason Schupbach is the Creative Economy and Information Technology Industry Director at the Massachusetts Department of Business Development. In this job he focuses on the nexus of creativity, innovation and technology to grow the innovation industries cluster in the state, including software, hardware, film, tv, digital media, videogames, design, advertising, music, and publishing businesses. He formerly was the director of ArtistLink, a Ford Foundation initiative to stabilize and revitalize communities through the creation of affordable space and innovative environments for creative entrepreneurs.

Jason worked for the mayor's office and Department of Cultural Affairs in Chicago, and he was the staff urban planner and capital projects manager for the Department of Cultural Affairs in New York City. Jason has a degree in public health from the University of North Carolina at Chapel Hill and a master's degree in city planning from MIT. Jason is graduate of the UMASS Center for Collaborative Emerging Leadership and was recipient of the MIT Excellence in Public Service Award.



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**Bob Ferrari**  
**VP Global Publishing and Business Development, Sanrio Digital**

Robert Ferrari serves as VP Global Publishing and Business Development at Sanrio Digital, as well as VP Business Development at the company's joint venture partner — Typhoon Games. Sanrio Digital focuses on the publishing of interactive entertainment based on the world renowned Hello Kitty® and Sanrio brands. The company holds a leadership position creating the convergence of virtual worlds, MMOs and social networking for a truly integrated social gaming solution. Typhoon Games is a premier game development studio for leading MMO brands such as Hello Kitty Online from Sanrio Digital, and Ben 10 Omniverse and Tom & Jerry Online from TurnOut Ventures.

Based in Boston MA, Ferrari oversees the company's global publishing and business development initiatives across PC, console and handheld platforms. Ferrari brings a wealth of global business experience to Sanrio Digital and Typhoon Games as a well-known and highly respected industry veteran and executive within the online games sector.

Ferrari was previously VP Business Development at Turbine Inc. a leading publisher and developer of massively multiplayer online games. Having joined Turbine back in 2004, Ferrari was instrumental in the company's hyper growth, global expansion, strategic partnerships, self-publishing transition, licensing, digital distribution, and traditional retail channel initiatives. His efforts contributed to the success of Turbine's award-winning online games, including The Lord of the Rings Online™, Dungeons & Dragons Online™: Stormreach™ and Asheron's Call®. Previous to his tenure at Turbine, Ferrari held senior executive roles at interactive media and consumer product companies such as Philips Electronics (NYSE:PHG), Websurfer Inc, and Merinta Inc.

Ferrari is an active and high profile industry speaker. He serves on the exec committee of the MIT/NE Games and Interactive Entertainment SIG, as well as the Massachusetts Tech Leadership Council/Entertainment Sector.



**Brian Balfour**  
**Founder, VP Product Marketing, Viximo**

Brian Balfour is the Founder and VP Product Marketing of Viximo which provides virtual good solutions to social networking, online dating, and casual gaming sites that enable and grow their virtual goods revenue. Prior to founding Viximo, Brian managed new product initiatives at ZoomInfo, and was founder of multiple online community startups, including the first college specific social network in early 2003. In addition, as a founding member of Betahouse, a co-working space for technology entrepreneurs, and co-founder of PopSignal, one of Boston's largest professional networking organizations, Brian is actively contributing to the growth of Boston's technology startup scene. Brian holds Bachelor's degrees in Sports Business, Economics, and Applied Statistics from the University of Michigan.

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**Tom Dusenberry**  
**Founder, Dusenberry Entertainment**

Tom Dusenberry is the Founder of Dusenberry Entertainment. He has been involved in the games industry for the past 30 years. A former CEO and President (1995 — 2001) of Hasbro Interactive, Mr. Dusenberry has a proven track record for building exceptional teams and achieving extraordinary business results in a fast-paced, evolving interactive industry. He is a creative strategic thinker who can expand existing markets and develop new markets. His career focus in consumer electronics and media content applications includes electronic games, video console games, video hand-held games, CD-ROM/DVD, internet games, wireless entertainment, FLASH animation, interactive toys and motion based entertainment.

## The Changing Face of Social Games

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**Time** 1:00 PM – 2:00 PM

**Location** Horace Mann

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Social games are games played on social networks like Facebook and MySpace, where a player's interactions with his or her friends can add new meaning to gameplay, and where the social graph can also be employed to help spread a game virally (that is, quickly and inexpensively). Social games are perhaps the hottest area of gaming right now, with hundreds of millions of players every day, annual revenues nearing a billion dollars, and robust growth rates. It's also one of the fastest changing areas of gaming ... competition is fierce, imitation and cloning can occur in a wink, new genres appear overnight, an unknown game can rise into the Top Ten with breathtaking speed, and where a month can feel like an eternity. The production bar is rising, and the rules -- as set by the social networks -- are constantly changing. What does it take to compete in this space today ... and what will it take to compete in this space tomorrow?



**Steve Meretzky**  
Moderator, VP of Game Design, Playdom

*See keynote for biography*

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**Nabeel Hyatt**  
Founder & CEO, Conduit Labs

Tom Nabeel is Founder and CEO of Conduit Labs, reinventing games and music, one game at a time. Built by a team responsible for products as diverse as the Ambient Orb, Rock Band, and Lord of the Rings Online, Conduit's mission is to build a platform for social music gaming on the web. Conduit is venture funded by the excellent folks at Charles River Ventures and Prism. Check out our games on the web and Facebook.

Nabeel was most recently an Entrepreneur-in-Residence at a VC, helping establish their gaming investment thesis and incubating Conduit Labs. Previously he was COO and VP Product Development at Ambient Devices, where he helped pioneer glanceable technology: embedding Internet information in everyday objects, which won the 2002 "Ideas of the Year" award in The NY Times. Prior to that Nabeel served as COO/CMO of Teamtalk, a new media sports company and pioneer in SMS-based subscription services which reached \$160m in revenue and went public on the LSE in 2001. Nabeel is also active in the Boston startup community as an advisor and investor, and is a mentor at the seed mentorship organization Techstars. Nabeel was a 2004 nominee for the Top 100 Innovators Under 30 from MIT Technology Review. He has been quoted in Newsweek, The NY Times, Business 2.0, and has been a featured speaker at SXSW, CES, Game Developer's Conference, and the Virtual Goods Summit.

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**Jeffrey Anderson**  
Founder & CEO, Quick Hit

Muscle Car Buff. Power Lifter. Polka Dancing Champion. Having lived throughout the United States, Jeff combines his hard-working Midwest roots with California innovation and Yankee ingenuity. When he's not at Quick Hit (which is most of the time), Jeff can be found in his garage, covered in grease with a blow torch in one hand, rebuilding his '65 Corvair convertible. The completed Corvair will one day join Jeff's collection of cars, including, a '69 Chevelle, '31 Ford and '72 Fiat Spyder.

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As Quick Hit's Founder and CEO, Jeff brings a strong background in game design, product management and business development to the company. Prior to starting Quick Hit, Jeff was the president and CEO of Turbine, Inc. for seven years, where he rebuilt that company into a global publisher of MMORPG's with hits like Dungeons & Dragons Online and The Lord of the Rings Online. Before Turbine, he served as the vice president and executive in charge of production at Origin/ Electronic Arts, where he managed the Ultima franchise. Prior to Origin, Jeff was the executive director for the consumer products division of Viacom, Inc., managing Paramount Pictures' world-wide interactive licensing. Before Viacom, he was the vice president of operations at Mission Studios Corporation and practiced law at Holleb & Coff. He graduated summa cum laude from the University of Illinois with a bachelor's degree in economics and received his J.D. from University of Chicago Law School. Jeff is regularly quoted in the mainstream media, including; The Wall Street Journal, Time Magazine, Forbes, BusinessWeek, New York Times, Los Angeles Times, Boston Globe, Reuters, Associated Press, and many others.

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**Eduardo Baraf**  
**Tabula Digita**

Eduardo Baraf is responsible for end-to-end product development for all social, online and mobile platform projects. Eduardo is directly responsible for all aspects of Zoo Kingdom development and oversees development of other online and mobile projects withing Blue Fang. Prior to launching Zoo Kingdom, Eduardo released Lion Pride on the iPhone.

Prior to joining Blue Fang Games, Eduardo was Director of Product Management at Tabula Digita responsible for their PC and Casual Online products in the educational game space. This included developing design and product requirements, building budgets, overseeing resources, building usage metrics, managing external development teams and contractors, and architecting the overall product line implementation. Some specific projects he was involved in was the MMO casual education game The League of Scientists and the Multiplayer education FPS Dimension M.

Prior to Tabula Digita, Eduardo was Studio Head at Mind Control Software where he oversaw all of Mind Control's development efforts, day-to-day studio operations, and finances. He grew the staff of 12 to 40 and contributed his design and production skills to numerous titles. Before his promotion to Studio Head, Eduardo performed as a Project Manager, Producer and Lead Designer for the studio.

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**Steve Curran**  
**Founder & Creative Director, Pod Digital Design**

Steve Curran is the founder and creative director of Pod Digital Design, an interactive entertainment studio specializing in branded games for social media, web and mobile platforms. He has directed breakthrough interactive entertainment-based campaigns for clients such as Warner Brothers, History Channel, AETN, Atlantic Records, Discovery Channel, Starwood Resorts, Yahoo!, GSN, and many others. Before starting Pod Digital in 2002, he was founder of Pod New Media in Miami in 1995, one of Miami's first interactive design firms, and was vice president/creative director of Gametek where he oversaw the development of numerous best-selling titles for Nintendo, Sega, Sony and Playstation. He is the author of the books Motion Graphics: Design for Television and Film, and Convergence Design for Interactive Television, Broadband and Wireless. He is contributing author to the book Connected Marketing, writing about branded games and entertainment. Pod's branded social-games have been recognized and won top-awards at the Boston Ad Club Hatch Awards, the MITX Awards, The One Show Entertainment Awards, The Webby Awards and others.

## Game Communities for Fun and Profit

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**Time** 1:00 PM – 2:00 PM

**Location** Thomas Paul / Deborah Sampson

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Once upon a time, when the Classes of 2010 and 2011 were in grade school, selling games was a short and relatively uncomplicated process: shiny discs were sold for \$50 to \$60 and, if these weren't returned within 48 hours, the customer's money was yours. Fast forward 15 years, first content wants to be free, then people start to expect games for free; and, as a consequence, success in the games business requires working continuously to garner revenue from players.

In a high-level discussion, five industry experts review best practices for persuading players to open their wallets, and to give episodic financial support to a game through its commercial life. We'll start with a survey of the dark art of direct marketing, including acquisition, retention, and upselling; and then segue to community and customer management, including achieving critical mass, supplying opportunities for the more passionate players to become accidental salespersons, and customer service.



### **Eric Goldberg**

**Moderator, Managing Director, Crossover Technologies**

Eric is a 30-year veteran of the game industry, serving in capacities ranging from game designer to executive. Since 2002, Eric is or has been a board member of, advisor or consultant to over 30 consumer-facing technology companies, from seed-stage to public, in the game, virtual world, consumer Internet, wireless data, and monetization sectors; and to three US venture capital firms. Previously, Eric was co-founder and president of Unplugged Games and of Crossover Technologies, the consumer online pioneer; and president of West End Games, an adventure game company. He's been a speaker and a member of the programs advisory board for seven national game, wireless, and Internet conferences; and a board member for the New York New Media Association and NYU's Center for Advanced Digital Applications. His award-winning games include Paranoia, Tales of the Arabian Nights, The Tom Peters Business School in a Box, and MadMaze, the first online game to draw one million players.

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### **Tom George**

**Director of Online Marketing and E-Commerce, Turbine**

Tom George is the Director of Online Marketing and E-Commerce for Turbine, Inc., the developer of Massively Multi-player Online Games Dungeons & Dragons Online®: Eberon Unlimited™ and The Lord of the Rings Online™, two of the largest, most popular IP-branded MMOs in the world.

Tom is responsible for driving new players to Turbine's games and oversees the company's online media and acquisition efforts. Additionally, Tom directs the company's Direct Marketing and E-Commerce/Microtransaction groups. He was one of the primary architects of the microtransaction-based business model, in-game store, and virtual currency economies for Dungeons & Dragons Online (DDO). Tom helped lead the transition of DDO from a subscription-only MMO to a hybrid Free-to-Play game, making it one of the best Free-to-Play games available.

Prior to his work at Turbine, Tom was the Director of Product and Marketing for PoxNora, a microtransaction-based online strategy game now part of Sony Online Entertainment. Tom also worked for WorldWinner, currently a division of Liberty Media's Game Show Network, as its Director of Customer Marketing. In both of these roles Tom drove continual revenue growth via microtransactional business models while increasing player retention and engagement through database marketing-driven lifecycle management. Tom is always excited to share his experiences

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and views on in-game virtual economies, microtransaction business models, virtual goods catalog development and management, and how these can help enhance the entertainment value of games. Tom holds an M.B.A. from Babson College and a B.A. in German Studies from Amherst College.

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**John Radoff**  
**CEO, Disruptor Beam LLC**

Jon Radoff is an entrepreneur focused on the intersection of the Internet, entertainment and social communities. In 1992, he started NovaLink, an online game publisher that created Legends of Future Past, distributed commercial on the CompuServe network. Legends became one of the first independent, commercial game products on the Internet. In 1997, Jon founded Eprise, the creator of a content management system that was a forerunner of modern blog and wiki technology. At Eprise, Jon raised venture capital, established product strategy and recruited a management team that succeeded in taking Eprise into Fortune 500 customers, culminating in a public offering on NASDAQ in 2000. In 2006, Jon started GamerDNA, a venture-capital funded social media company that built products driven by real-time gamer behavior. GamerDNA's advertising product reached over 10 million unique users per month and counted top-tier game publishers including Blizzard/Activision, Electronic Arts, Namco and Turbine amongst its customers. GamerDNA merged with Crispy Gamer in 2009.

Jon's new startup, Disruptor Beam, is a stealth-mode social game publisher that will disrupt the current social game landscape by leveraging Jon's experience with software platforms, analytics and online communities.

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**Gordon Walton**  
**Co-Studio Director, BioWare Austin**

*See keynote page for biography*

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**Christian Meyer**  
**Senior Vice President/General Manager, GSN Digital Solutions**

Christian Meyer is Senior Vice President and General Manager of GSN Digital Solutions, the team within GSN focused on management of GSN.com, Teagames.com, GSN's syndicable games currency – Oodles, and the GSN Games Network with reach of over 24 million unique visitors per month. In his role, Christian is responsible for the strategic and operational management of marketing, product, technology, design, community and player services.

Prior to this current role, Christian served as Chief Marketing Officer for WorldWinner managing all aspects of the consumer experience for the industry leading competition games site, leveraging the company's robust content partnerships and distribution networks to increase player acquisition and retention. A veteran in the new media and home entertainment industries, Christian has held prior marketing, product, sales and business development positions at Comcast, Odyssey, MediaOne and AT&T Broadband. Christian graduated from Harvard University with a Bachelor of Arts in History. He has been consistently recognized for marketing and leadership excellence, having received three awards for marketing excellence from the Cable and Television Association for Marketing (CTAM), a Cornerstones of Excellence Award from AT&T Broadband for leadership excellence, and a scholarship to Harvard Business School Executive Education program for leadership excellence.

## The Next Big Thing

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**Time** 2:30 PM – 3:30 PM

**Location** Horace Mann

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This panel of game industry leaders will discuss their views on the trends that are going to make the biggest difference in coming years. What is the Next Big Thing? Where is money to be made and what do we think is destined to flop and why. We will review and analyze recent ideas such as virtual property; social media platforms, screen convergence, mobile games, and digital distribution. We will address questions like: Will the next home platform generation be the last one, replaced with cloud computing? What will it take to dethrone World of Warcraft or has Farmville already dethroned World of Warcraft? What legal pit falls await new business models? What international business and legal issues are on the horizon? What are the best anti-piracy strategies going forward? How will used game sales continue to interact with the development of digital distribution? Clearly, we are making all of this up, but our prognostications are better than most.



**Greg Boyd**  
Moderator, Davis & Gilbert LLP

Greg Boyd is an attorney with Davis & Gilbert LLP in New York. He has represented some of the most prominent game companies in the world. His work includes counseling, corporate, and intellectual property transactional services for many game industry companies including publishers and developers. He is an author and co-editor of the popular reference book Business and Legal Primer for Game Development. He has been an invited lecturer at Harvard Business School, MIT, Columbia Law School and other academic institutions. Dr. Boyd has spoken at several national and international conferences including GDC, Austin, PAX, and State of Play. His commentary on business and law in the game industry has appeared in several news sources including Fortune, Forbes, CNN, Game Developer Magazine, and Gamasutra. He sits on the Board of Advisors for Mobygames. Dr. Boyd obtained MD and JD degrees from the University of North Carolina at Chapel Hill and an MBA from NYU-Stern.

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**Jessica Mulligan**  
Executive Consultant

Jessica Mulligan is an online game professional with over 20 years of industry experience at all levels of management. Her past positions include senior executive and management tours at Electronic Arts, Interplay Productions, NevraX/Paris, Turbine Games, Sunflowers GmbH, GENie, MM3D.Com and America Online. In her career, she has been involved with the design, development and/or management of many online games and services, including a dozen massively-multiplayer online games.

A respected author and commentator on online games, Jessica is the co-author of “Developing Online Games: An Insider’s Guide” with Bridgette Patrovsky, which was published worldwide in 2003 in several languages, including Chinese and Korean, and is widely considered ‘the bible’ for online game development. She was also the author of the influential bi-weekly industry opinion column, “Biting the Hand”, between 1997 and 2003. Among her honors, Ms. Mulligan was named in 2006 as one of the Game Industry’s 100 Most Influential Women by Next Generation magazine.



**Cindy Armstrong**  
**CEO, Electric Bat Interactive**

Cindy Armstrong brings a wealth of over 20 years of experience in operations, business development, and finance to the team at Electric Bat Interactive. Her background includes serving as the CEO of Webzen America, Vice President of Business Development at Sony Online Entertainment, and Director of Sales Analysis and Planning at Nintendo of America. Previous responsibilities included strategic planning, international publishing operations, developing licensing opportunities, scouting new products, and exploring innovative business models.

Although she would not categorize herself as a traditional hardcore gamer, she does plan on outwitting the entire development team while secretly playing Electric Bat Interactive while they are burning the midnight oil on the next version of the game.

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**Craig Alexander**  
**VP Product Development, Turbine**

Craig Alexander joined Turbine in 2007 as the Vice President of Product Development and oversees the development and production of all of Turbine's franchises including The Lord of the Rings Online™, Dungeons & Dragons Online™, Asheron's Call®, and all future projects. Craig brings over twenty years of engineering and studio general management experience to Turbine.

Most recently, he held the position of Vice President and General Manager of Z-Axis, an Activision studio. In this role, he managed the development of multiple console titles, including the 2006 X-Men game. Previously, he was Vice President and Executive Producer for Electronic Arts Partners, managing a portfolio of externally developed PC and console titles ranging from licensed movie games to new intellectual property, and Vice President of Online for Electronic Arts' Westwood Studios in Las Vegas managing EA's MMORPG Earth & Beyond. Prior to Electronic Arts, he was General Manager for Sierra Online's original development studio near Yosemite National Park, shipping numerous titles and overseeing Sierra's entry into the MMORPG segment.

Mr. Alexander graduated from the University of Southern California with a BSEE in Computer Engineering and received his MBA from the Anderson School at UCLA.

## How to Build and Launch a Gaming Startup

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**Time** 2:30 PM – 3:30 PM

**Location** Thomas Paul / Deborah Sampson

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**You're passionate about games, see opportunities and are interested in being part of this fast-growing and exciting space. So many options . . . social and online games, mobile games, console games, game tools, and more. Our panel of game industry entrepreneurs, publishers, investors and advisors will provide advice based on real-life experience and hard lessons learned. What are the emerging business models that are spawning gaming startups? Who do you approach for money – and when? How do you build your team? In a lively discussion, our panel will cover these important issues and more.**



**Stephen Charkoudian**  
Moderator, Goodwin Procter

Steve Charkoudian is the chair of Goodwin Procter's Technology Transactions Practice and a member of the firm's Technology Companies Group. Steve's practice concentrates on technology and intellectual property transactions, including technology transfers and licensing; collaboration, strategic alliance and joint development agreements; open source issues; and due diligence and other intellectual property issues in mergers, acquisitions and venture capital and private equity transactions.

Steve represents private and public companies and private equity and venture capital firms in a wide range of industries, including software, Internet, clean technologies, social media and networking, social games, console and online games, virtual worlds, advertising, hardware, medical devices, communications and networking equipment, financial services and information services. He recently represented Citrix in a collaboration agreement with Microsoft, Bessemer Venture Partners in connection with its investment in OMGPOP, and Turbine, Inc. with respect to its distribution and localization agreement with CDC Games.

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**Eitan Glinert**  
Founder, Fire Hose Games

Fire Hose Games is a new Cambridge based indie studio making downloadable console and PC games with a positive angle, and Eitan is the founder and creative director. Awesome! Their first title, Slam Bolt Scrappers, is an innovative mash up of building and brawling. Players will reach for the sky and build the greatest towers in Slam Bolt City while defending against deviously charming baddies and epic bosses. The game features 4 way co-op and head to head multiplayer, and boasts simple yet surprisingly deep competitive battle mode. Before Fire Hose Eitan spent several years making educational and accessible games, including AudiOdyssey, the first Wii Remote game accessible to the blind. Eitan plays ice hockey religiously and thinks Lemmings is the greatest game ever made.

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**Matt Nichols**  
Principal, Highland Capital Partners

Matt is a Principal at Highland focusing on digital media and Internet investments with an emphasis on online advertising, mass-customization, and online media. He invests in early stage companies as well as later stage opportunities including growth equity, venture buyouts, spin-outs and recapitalizations. Matt represents Highland on the board of U.S. Search and is actively involved with Bullhorn, Gemvara, Hangout Industries, The OpenSky Project and Turbine. Matt is a Founding Executive Committee Member of First Growth Venture Network a network of venture

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and angel investors supporting first and second time entrepreneurs building exciting companies in the New York area.

Prior to joining Highland, Matt was a member of Google's corporate development team, where he was responsible for digital media acquisitions and investments. Matt also worked at Morgan Stanley Venture Partners, where he identified and managed investments in the technology sector. His investments included Avamar (acquired by EMC), Tarari (acquired by LSI) and Perceptive Software. Matt was a member of Morgan Stanley's Technology Corporate Finance group, where he was part of the Google IPO team and advised clients such as Dell and Intuit.

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**Pano Anthos**  
**CEO, Hangout Industries**

Pano Anthos is a four-time serial entrepreneur and is currently the Founder, President and CEO of Hangout Industries, a Techcrunch 50 finalist in 2008 and the 2008 MITX Digital Media winner for "Best Use of Technology." Before Hangout, Pano founded and served as the President and CEO of Pantero since its inception in April 2003 until it was sold to Progress Software in June 2006. Prior to that, he served as President and CEO of EcoNovo, where he was initially a consultant to the company, providing strategic sales and marketing counsel. Before his tenure at EcoNovo, Mr. Anthos was a co-founder of ClearCross (previously Syntra), where, over 18 years, he built the company to the leading position in the global commerce/ITL space, with 1,000 customers in 20 countries and invested capital of over \$80 million. Mr. Anthos is a frequent speaker at conferences and a regular contributor to several industry publications. He holds a bachelor's degree from the University of Delaware and a master's degree from Columbia University.

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**Dave Cappillo**  
**Partner, Goodwin Procter**

David Cappillo is a partner in Goodwin Procter's Corporate and Technology Companies Groups. He has extensive experience in corporate, mergers and acquisitions, venture capital and growth equity, securities laws and technology licensing areas. Mr. Cappillo represents private and public growth companies in a variety of industries, including media, communications, energy, software, information technology services, consumer products and industrial products. He counsels his clients on corporate finance matters, equity fundraising activities, mergers and acquisitions, corporate governance, start-up and formation matters, recapitalizations and reorganizations, joint venture and strategic commercial transactions and international expansion. Mr. Cappillo also represents leading private equity and venture capital investors in connection with venture and growth equity investments in operating companies in the U.S., Canada, Europe and Asia.

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**Walter Somol**  
**Global Publishing Business Development, Microsoft**

Walter Somol runs one of Microsoft's Interactive Entertainment Business Development teams, directing third party strategic partnerships and driving business modeling and strategy for key platform initiatives. An avid gamer, Walter got his start in the interactive business working on total conversion for Quake 3, building some of the more popular maps, as well as creating and animating character models. That passion for making games launched him into the video game industry, working with top tier console, PC, online and mobile publishers and developers for over 10 years. He has seen a number of different sides of the business, initially in representing developers, other creatives and licensing partners, later working at a video game publisher and now with a platform owner.

# Student Organizers

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**David Bueno** is the Co-Lead Organizer for the 2<sup>nd</sup> annual MIT BiG Conference and panel lead for “The Next Big Thing”. He is currently a first-year MBA student at the MIT Sloan School of Management. Prior to coming to Sloan, David worked as a Senior Systems Engineer at Honeywell Aerospace in Clearwater, FL developing next-generation computing technologies for satellite systems. In his free time, David enjoys screaming at the Florida Gator football and basketball teams and playing with his two pugs. David will be spending the summer as a management consultant in McKinsey & Company's Business Technology Office in Atlanta, GA.



**Joy Koh** is the Co-Lead Organizer for the 2<sup>nd</sup> annual MIT BiG Conference and panel lead for “Gaming Company Financial Analytics”. She is a 1<sup>st</sup> year MBA at the MIT Sloan School of Management. Prior to Sloan, Joy worked in the Singapore government, where she specialized in entrepreneurship promotion and building capabilities of small and medium-sized enterprises for greater business competitiveness. Joy earned Bachelor's and Master's degrees in engineering from Cornell University. She enjoys travelling and spending time with friends both “IRL” as well as in-game. Joy is looking forward to an exciting summer with Microsoft in Redmond, WA.



**TJ Rivera** is the Co-Lead Organizer for the 2<sup>nd</sup> annual MIT BiG Conference and panel lead for “How to Build and Launch a Gaming Startup” & “Mass Effect: The State of the Gaming Industry in Massachusetts.” TJ is a second-year MBA student at the MIT Sloan School of Management and is one of the Co-Founders of the MIT Sloan Business in Gaming Conference. Prior to coming to Sloan, TJ was a Company Commander in the United States Army. His gaming interests include sports games and first-person shooters.



**Chris Kenney** is the Co-Lead Organizer and Librarian for the 2<sup>nd</sup> annual MIT BiG Conference. Prior to assembling the inaugural BIG, Chris was an economist/psychologist turned management consultant. She spent her summer internship at InstantAction focusing on free to play monetization. When she is not organizing/attending games conferences, she is producing a dating game and learning data analysis techniques to leverage player data.



**Jason Domina** is the Director of PR/Marketing/Social Media for the 2<sup>nd</sup> annual MIT BiG Conference. He is an MBA/MS Finance Candidate at Suffolk University. His dream is to ultimately start a game studio in which the developers/designers are treated as artists and are allowed to focus on original, innovative and "outside of the box" game designs using only digital distribution channels. In other words, he's interested in the future of video games.



**Paul Rios** is the Director of Logistics for the 2<sup>nd</sup> annual MIT BiG Conference. He is a 1<sup>st</sup> year MBA at the MIT Sloan School of Management, focusing on marketing and operations. Most recently, Paul was an Operations Research Analyst for ZS Associates, a marketing consulting firm specializing in the Pharmaceutical industry. His primary focus was designing, implementing, and overseeing the incentive compensation programs for client sales forces generating as much as \$2.8 billion in yearly sales. He will be spending the summer working for the Sears Holdings Corporation as a Senior Leadership Program intern in Chicago, Illinois.



**Aland Failde** is the panel lead for “Hollywood, Music, and Gaming.” He is currently a 2<sup>nd</sup> year MBA student at Harvard Business School. Prior to Harvard, Aland was an Advertising Solutions Manager at Yahoo! in New York, where he was part of the emerging markets division. Prior to his role in New York, he managed the media advertising business for Yahoo! Games. Alan spent his summer as a Brand Management intern at Activision and will be returning to his native Southern California this summer.



**Erik Chan** is the panel lead for “Gaming Company Financial Analytics” and “Changing Face of Social Games”. He is fanatical about games, design, and startups. He worked as a designer, engineer, and producer at game companies Activision, Midway Games, and his own studio, Bottomless Pit Games. He expects to continue work on his social sports game startup following graduation. Erik holds a BSc in Biomedical Engineering from Johns Hopkins University and is currently completing a dual-degree MSc in Management Studies at MIT Sloan and MBA at Tsinghua University.



**Gabe Goldwasser** is the panel lead for “Online Communities for Fun and Profit”. He is a first year MBA student at Babson College, and director of the Babson Video Game Club, focused on the business of gaming. He previously worked in public relations in NYC and for Congressman Barney Frank on the Financial Services Committee. He will be spending this summer interning with Capcom's Brand Marketing team in San Mateo, CA.



**Chris Lorentzen** is the panel lead for “Online Communities for Fun and Profit”. He is currently a second-year MBA student at Babson College’s F.W. Olin Graduate School of Business. Prior to coming to Babson, Chris worked as a Lead Senior Foreign Equity Analyst at Fidelity Investments in Boston, MA managing the settlement of equity and currency trades within the Fidelity mutual funds. In his free time, Chris enjoys playing video games, golf, and watching the Patriots. Chris is interested in pursuing marketing in the MA game industry.



**Steve Hancock** is a second year MBA student at MIT Sloan. Prior to entering MIT, Steve co-founded Geomeme, a marketing consulting firm specializing in social media. Geomeme helps clients optimize marketing and gain customer insight through innovative applications of technology and analytics. Last summer, Steve worked with IAC and one of their portfolio companies, InstantAction. Steve has a BS in Computer Engineering from the University of Miami.



**Caroline Himmelman** is a game designer and Babson MBA Candidate 2011. She designs games for curriculum at Babson as part of the newly formed Serious Games Initiative, and is excited to be working with HubSpot on a (top secret) game project that will be rolling out summer 2010. She is passionate about the game industry, especially interactive storytelling, and considers it a personal mission to help connect artists and Indie developers to resources they need to successfully grow their businesses.



**Douglas Hwang** is a first year MBA student at MIT Sloan, where he is a member of the Business in Gaming Club and co-President of the Entertainment, Media, and Sports Clubs. He was an organizer of the 2010 MIT Sloan Sports Analytics Conference. Prior to MIT Sloan, Douglas was a jet engine engineer for GE Aviation and a graduate of the Edison Engineering Leadership Development Program. Douglas holds a Bachelors of Science in Mechanical Engineering from MIT, and a Masters of Science in Mechanical Engineering from Tufts University.



**Ben Chien Pang Lin** is a first-year MBA student at MIT Sloan, concurrently finishing his PhD in Chemical Engineering. When he's not watching the Red Sox game or debating the finer points of raising chocobos, Ben conducts experimental research on pharmaceutical manufacturing technology for Novartis.



**Peter Yang** is a first-year MBA candidate at MIT Sloan and the president of the Sloan MediaTech club. Prior to Sloan, he worked as a consultant at a boutique strategy firm focused on the telecom, high-tech, and media industries. Prior to Mercator, he worked in investment banking for the technology group at Credit Suisse. Peter will be joining Microsoft’s Mobile Advertising group as a summer intern. The upcoming games that he is most excited about include Red Dead Redemption and Starcraft 2.



**Mike Syrnyk** is an Associate Producer for Irrational Games in Boston, MA and is a lifelong gamer at heart. Mike is the panel lead for “Radical Approaches to Game Marketing”. He got his start in the games industry as a Technical Project Manager at Radical Entertainment in Vancouver, BC working on a AAA open-world action title. That experience was all he needed to ignite a passion for game development and a desire to contribute to making great games. Mike has a penchant for learning and is soaking up as much knowledge and wisdom as he can from the incredibly talented people around him.

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