

JON DEAN

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S U M M A R Y

Highly experienced senior executive in videogame development and production. Proven leader of creative talent able to create innovative new business opportunities, quality products and services. An excellent trouble-shooter, expert at turn-around projects and studios, people and team development.

S K I L L S E T

- Hands-on leadership of creative talent
- Team building, people development & recruiting
- Studio and cross-location management
- Project management and development process
- Hard-work, direct, honest
- Ability to work at Executive & team-levels
- Franchise/portfolio management and strategy
- New IP creation and brand/license innovation
- Business development, trouble-shooter
- Client/licensor relations and negotiations

E X P E R I E N C E

Studio Head – Electronic Arts Salt Lake / Executive Producer



Nov '04 –
present

**Electronic
Arts**

EA Salt Lake, UT
and Tiburon, FL

Oversight of product development for EA's strategic partnership with Hasbro Inc. Franchise accountability including concept, product development, P&L, Licensor relationships, team building, development process.

Key responsibilities include:

- Studio and team management (~100 personnel) plus strategic planning at EASL
- Digital innovation on major Hasbro brands incl. NERF, RISK, MONOPOLY and LITTLEST PET SHOP
- Original IP development for unannounced titles on Facebook, XBLA, PSN, iOS and 3DS
- Internal and external development
- State, local education and industry relations for EA

Executive Producer, EA Sports

Franchise responsibility including game design, development, P&L, league relationships, team building (~100 personnel)

Key responsibilities included:

- EA SPORTS' exclusive NASCAR and Tiger Woods PGA TOUR franchises (05 – 08)
- All third-party development for Tiburon (04 – 08)

Achievements at EA:-

- Products I have been responsible for have generated over \$500MM selling 8M+ units WW
- Turned around major projects, enabling on-time shipment; relocated EASL studio to downtown SLC
- Instigated innovative design culture, agile development and talent development programs
- Created award-winning new IP for family customer segments including #1 selling Nintendo titles; winner of National Parent Center Seal Of Approval 2009 and 2010
- Member of EA/Hasbro executive team and studio management teams at Tiburon and EASL
- Shipped **Risk: Factions** (XBLA,PSN); **Monopoly Streets** (PS3,X360,Wii,NDS); **Littlest Pet Shop 3** (NDS); **Nerf N-Strike** and **N-Strike Elite** (Wii); **Madden NFL 06 - 09** (inc. PSP,PC,NDS,GBA); **NASCAR 07 - 09** (inc. PS2,Xbox,PSP,PS3,X360); **Tiger Woods PGA TOUR 08 – 09** (inc. X360,PS3, PC,PS2,GBA,PSP,Wii); **Arena Football** and **Arena Football:Road To Glory** (PS2,Xbox); **Superman Returns** (NDS,GBA); **NFL Street3** (PS2,PSP); **Goldeneye: Rogue Agent** (NDS)



Mar '02 – Oct '04
Midway, Chicago,
IL

Vice President of Product Development / Sports Business Unit

Recruited to bring structure and direction to Midway's sports business, including setting up and running the sports business unit, including sports league negotiations (NFL, MLB, NHL, NBA etc) as well as financial and strategic planning

- Shipped **NBA Ballers**, **NFL Blitz '03/Pro**, **NHL Hitz '03/Pro**, **MLB Slugfest '03/'04/Loaded** (PS2/online, Xbox/Xbox Live, Gamecube)



Jan '99 – Feb '02
Kodiak, SLC, UT

President / Vice President of Product Development

Responsible for all day-to-day product development activities (introduced formal discipline for game development inc project management, weekly tracking, management training etc.)

- Shipped **WCW Mayhem/Backstage Assault** (EA); **Monsters Inc.** PS2 (Sony) **Circus Maximus** (Encore)



1988 – 1998
Project Management Consultancy,
Newbury UK

Managing Director / President

Founder of this specialist project management consultancy and game development studio

- Clients incl. Activision, Argonaut Software, Attention to Detail, Eurocom, US Gold, System 3, Marjacq, Microprose, Mindscape, Mirrorsoft, Konix, Lucasfilm, Philips Media, Takara, The Disc Company
- Shipped **Night Shift** and **Indiana Jones & Fate Of Atlantis** (LucasArts), **Powermonger** (EA), **Soccer Nation** (Crush/Attica), **Futbol Pro** (Proein), **Mortal Coil** PC (Vic Tokai/Virgin)



Jan '92 – Mar '93
Argonaut, London
UK

General Manager¹

Responsible for all day-to-day product development activities, implemented business restructuring

- Shipped **StarFox** SNES/SFx (Nintendo - 4m+ units sold); **King Arthur's World** SNES (Jaleco – 1st videogame with Dolby sound); **Birds Of Prey** PC, Amiga (Electronic Arts), **ATAC** PC, Amiga (Microprose); **Race Drivin'** Gameboy (THQ)

Activision,
London UK

1986 – 1988 European Software Development Manager

Atari, Slough, UK

1982 – 1986 Producer / Product Manager

P R O F E S S I O N A L

- Member of IGDA and AIAS
- Member of UT Digital Media UCAP Committee for the State of Utah
- Member of advisory board for IGDA Orlando and SLC chapters
- Advisory board for several UT Educational boards
- Co-founder & Chairman Society of Software Authors ('88 – '92)
- Presenter, speaker at trade conferences

E D U C A T I O N

- UK A-Level & O-Level including Computer Science, English, Mathematics, Biology and Physics
- EA Emerging Leaders (EA University); various training programs including NTL: Transforming Inter-personal Relationships

Regular travel welcome

US Citizen

More details available on request

¹ Note: My work at Argonaut was simultaneous to my running PMC