

# MIT Sloan Business in Gaming Conference

Marketing & Distribution in the Digital Age  
May, 08, 2009



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## Introduction

The 1st Annual MIT Sloan BiG ( Business in Gaming ) conference will take place on Friday, May 8th, 2009, at the MIT Sloan campus in Cambridge, Massachusetts.

The conference seeks to bring together industry leaders, game developers, professors and students from leading MBA institutions such as MIT and Harvard to discuss the future of the gaming industry.

The theme for this year's event: "Marketing and Distribution in the Digital Age", explores the current evolution of the gaming industry as it is set to exceed those of both the music and movie industries. Now especially, when the economy is slowing down, we will examine innovative ways to market and distribute games cheaply but effectively through the digital media.

The conference will include keynotes and panel discussions, which will provide an engaging and interactive forum for industry professionals and student leaders to share their views on these highly relevant topics.

# Agenda

## Friday, May 8th, 2009

08:30 — 09:30	<b>Breakfast and Registration</b> Diebold Lounge
09:30 — 10:15	<b>Opening Keynote Speaker</b> Susan Bonds, President and CEO of 42 Entertainment Wong Auditorium
10:30 — 11:15	<b>In Game Advertising Panel</b> Wong Auditorium
11:30 — 12:15	<b>Digital Distribution Panel</b> Wong Auditorium
12:15 — 13:15	<b>Lunch &amp; Networking</b> Ting Foyer
13:30 — 14:15	<b>The MMO Business Model</b> Wong Auditorium
14:30 — 15:30	<b>Serious Games Panel</b> (Meaningful-Play Games) Wong Auditorium
15:45 — 16:30	<b>Closing Keynote Q&amp;A</b> Q&A Session with Ken Levine, President of 2K Boston Wong Auditorium

## Gaming and Demo Areas

All Day	Rock Band 2 Room E51 — 315
All Day	Alienware Extreme Gaming Laptops Ting Foyer

# Speakers & Panelists

## Keynote Q&A

### Ken Levine

Co-founder, President and Creative Director of 2K Boston

Ken led the creation of the multi-million selling, multiple game- of-the year award winning title BioShock. He was named 2007 Person of the Year by the One Up Network and was named the number one game developer of the 2007 by Next-Gen.Biz.



### Susan Bonds

President & CEO of 42 Entertainment

Susan also serves as an executive producer, responsible for leading the teams that design, create, produce and execute w42's experiences. Susan produced ilovebees, an alternative reality game for Halo 2 for Microsoft Gaming Studios. ilovebees won the Innovation Award at the Game Developers Conference 2005 and 2005 Webby Award for Games-related site. Susan was Chief Design and Production Officer for Cyan Worlds. In this role, she was responsible for the production, technology integration, design, marketing and project management for various gaming initiatives. Susan also spent ten years as Creative Director/ Senior Show Producer for Walt Disney Imagineering, where she directed the design and development of major attractions, themed architecture, Internet entertainment projects, and proprietary new ride systems. Her portfolio spanned Tokyo, California, Florida, and New York, and included attractions such as "Indiana Jones Adventure" for Disneyland, "Alien Encounters" for Walt Disney World, "Mission: SPACE" for Epcot and ABC Times Square Studios Exterior in New York. Susan has an Engineering degree from Georgia Institute of Technology, and an MBA from Georgia State University.



## In-Game Advertising Panel

Advertising in games is rapidly becoming as prevalent as advertising has historically been in film and television products. Advertising in games, which emerged as a substantial business interest just a few years ago, is expected to grow to more than one billion dollars in 2010. Our distinguished panelists will cover the principal emerging business and legal issues in this rapidly growing industry. The discussion will include the types of advertising in games, business models associated with advertising, the parties involved, and how success is measured and paid for by the principal players. We will also discuss player reaction to the introduction of advertising in games as well how companies are making advertising more valuable and palatable to players.



**Greg Boyd / Moderator**  
Attorney of Davis & Gilbert

Greg Boyd is an attorney with Davis & Gilbert in New York, representing some of the most prominent game companies in the world. He is co-editor of the popular textbook *Business and Legal Primer for Game Development*. Previously, he has been an invited speaker at venues such as Harvard Business School, Columbia Law School as well as GDC and State of Play. His commentary on the game industry has appeared in a variety of media including *Fortune*, *Forbes*, *CNN*, *Game Developer Magazine*, and *Gamasutra*. Greg obtained MD and JD degrees from the University of North Carolina at Chapel Hill.



**Jon Epstein**  
CEO of DoubleFusion

Mr. Epstein brings more than 20 years of high-technology media and marketing experience to Double Fusion, and a track record of launching and building the most successful media properties that reach the gaming audience, on a worldwide basis. As CEO of Double Fusion, Mr. Epstein is responsible for providing the strategic vision and direction for the company, and for ensuring the execution of the company against its core business plan. Prior to joining Double Fusion, Mr. Epstein served as co-head of the digital media group of United Talent Agency, overseeing a wide range of transactions in the gaming, mobile, Internet and advertising technology markets and serving as a consultant to a number of leading media startups. Prior to UTA, Mr. Epstein served as executive vice president and general manager, media division, for IGN Entertainment, which was acquired by Fox Interactive Media in 2005. Mr. Epstein came to IGN with the sale of GameSpy Industries, where he served as president; while at GameSpy, Epstein established the company as a major media player and developed the companies significant subscription and middleware businesses. Mr. Epstein holds a degree in physical sciences from Harvard College.



**Pano Anthos**  
CEO/President of 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.



**Aaron Rasmussen**  
Co-founder and Vice President of Marketing of Mana Energy Potion

Mana Energy Potion is a premium energy shot for gamers. The bright blue liquid comes in a clear, potion-shaped bottle that is a prevalent icon in video games, comic books, and other fantasy media. Aaron Rasmussen, co-founder and VP of marketing, handles all in-game advertising and virtual integration. Aaron holds a BS in mass communications and a BA in computer science from Boston University. He formerly owned a robotics company.



**Jon Phenix**  
Vice President of Sales of GamerDNA

GamerDNA is an online community for sharing game experiences and discovering new games being enjoyed by people with similar interests. GamerDNA aims to know gamers better than anyone in the world and is led by a team of online media and interactive entertainment veterans out of Cambridge, MA. Additional company information is available at: <http://www.gamerdna.com/alliance/about.php>

Jon Phenix the Vice President of sales, leads gamerDNA's revenue generation efforts. Jon joins GamerDNA from the Nokia Interactive Advertising group and has also overseen relationships with business partners and advertisers at eBay. He has also worked with numerous early stage start ups developing technology-mediated advertising and promotions.

## MMO Business Model Panel



### Eric Goldberg / Moderator

Managing Director of Crossover Technologies

Eric is a 30-year veteran of the game, consumer online, and wireless data industries, serving in capacities ranging from game designer to executive.

Since 2002, Eric is or has been a board member of, advisor or consultant to AOL, &T Wireless, Centerscore, Digital Chocolate, Electronic Arts, Exponential Entertainment, Gaia Online, HipLogic, In-Fusio, Juice Wireless, Kayak (dba Blaze), Lifetime, LimeLife, Meredith, Mforma (dba Hands-On Mobile), Moloon, Openwave, PaymentOne, PickTeams (fka GoCrossCampus), Reaxion, rmbME, Thumbplay, Unplugged, Vindigo, Warner Music, YouPlus, and two US venture capital firms.

Eric is a regular speaker at the major North American games, wireless and online conferences, including CTIA, MECCA, Internet World, The Conference Board, DMW, GDC, GDC Mobile, MES, AGC, MGC, LA Games Conference, and E3, and has served as a programs advisor or advisory board member for the latter six conferences. He was previously a board member for the New York New Media Association and New York University's Center for Advanced Digital Applications.



### Curt Schilling

Founder & Chairman of 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. When he's not on the mound breaking curses, 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 on the business end of the industry over a decade ago in 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 with the inception of 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)).



### Craig Alexander

Vice President of Product Development of Turbine

Craig Alexander is an experienced studio VP and general manager who has developed dozens of PC and console titles over the last 15 years at Sierra, EA, Activision, and Turbine. He has directly managed seven MMOs including the first MMO to go live on the Internet and pioneered the Tolkien MMO. He also helped build NASA spacecraft prior to the game industry. He holds a BSEE from USC, an MBA from the Anderson School at UCLA, and also attended Occidental College in Los Angeles.



### Robert Ferrari

Vice President of Publishing and Business of Sanrio Digital

Robert Ferrari serves as VP Publishing and Business Development at Sanrio Digital, a joint venture between Sanrio Co. Ltd and Typhoon Games Studio HK Ltd. Sanrio Digital is the industry's first company to offer consumers the convergence of virtual worlds, MMOs and social networking on one integrated social gaming platform. Based in Boston Ma, Ferrari oversees the company's 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®.



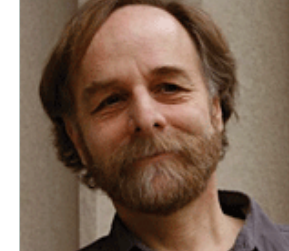
### Eugene Evans

Senior Director of Marketing of Mythic Entertainment

Eugene Evans is Senior Director of Marketing at Mythic Entertainment, a studio acquired by Electronic Arts in 2006. He is responsible for global marketing for Mythic's MMORPG's including the recently released worldwide hit Warhammer Online, the award winning Dark Age of Camelot and Ultima Online.

As a 26-year veteran of the gaming industry, Eugene has worked for small start-up developers, and large publishing and media companies in both Europe and North America. He has been responsible for delivering dozens of ground breaking titles including one of the first adventure games on mobile phones and a pioneering series of interactive DVD titles.

Eugene speaks regularly at industry events and is on the advisory board for the Austin Game Developers Conference.



### Scot Osterweil

Research Director of MIT Comparative Media Studies

Scot Osterweil leads several Education Arcade projects promoting learning in math, literacy, history, science and foreign language. Formerly the Senior Designer at TERC, a research & development center devoted to math and science education, he designed Zoombinis Island Odyssey, winner of the 2003 Bologna New Media Prize, and the most recent game in the Zoombinis line of products (Riverdeep/TLC). He is the creator of the Zoombinis, and with Chris Hancock he co-designed the multi-award winning Logical Journey of the Zoombinis, and its first sequel, Zoombinis Mountain Rescue. He is also the designer of the games Switchback and Yoiks!. Scot's other software designs included work on InspireData (Inspiration Software). He has participated in research on the role of computer games in learning, and on the use of video in data collection and representation. He previously worked in television, on the production of Public Television's Frontline, Evening at Pops, and American Playhouse, and as an animator on a wide range of programs. He is a graduate of Yale College with a degree in Theater Studies.

## Serious Games Panel



### Ethan Mollick / Moderator

Ethan will be joining the faculty at the Wharton School of the University of Pennsylvania this summer. He currently studies innovation and entrepreneurship at the MIT Sloan School of Management, where he conducted a large research project on the game industry. He holds an MBA from MIT and BA from Harvard University. He has consulted to companies ranging from General Mills to Eli Lilly on issues related to innovation and strategy. He has also worked extensively on using games for teaching and training. He was a founder of eMeta Corporation, the world's largest supplier of software for selling content online, which was sold to Macrovision in 2006. Prior to eMeta, he was a consultant for Mercer Management Consulting. He has published articles in scholarly journals, the Sloan Management Review, and Wired magazine and spoken at numerous conferences.



### David Ederly

Independent Consultant and a research affiliate of the MIT Comparative Media Studies Program (CMS)

David Ederly is an independent consultant focused on the business and design of online and digitally-distributed games, and a research affiliate of the MIT Comparative Media Studies Program (CMS). He is also the co-author of "Changing the Game: How Video Games are Transforming the Future of Business" - a review of the ways that games are helping companies to connect with customers, to attract, train, and motivate employees, and to boost their productivity.

Prior to starting his consulting firm, David was the Worldwide Games Portfolio Manager for Microsoft's Xbox Live Arcade service. He received his MBA from the MIT Sloan School of Management in 2005.

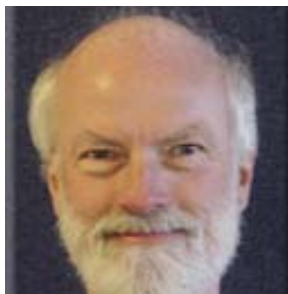


**Doug Whatley**

Founder and CEO of BreakAway

Mr. Whatley has over 20 years of successful game development and management experience in the interactive and advanced technology industries. Building on his experience in creating video games, Mr. Whatley has positioned BreakAway as the leader in serious game development while pioneering the application of game-based tools and technologies to help organizations better achieve their business goals through improved training, planning and preparation, decision making analysis and collaboration.

Mr. Whatley began his career at America Online where he was instrumental in helping to create the AOL client software. After that, he held senior-level management positions at MicroProse, ABC Sports, and Disney. Mr. Whatley was named an Ernst & Young Entrepreneur of the Year for 2004 and recognized as a Top 10 Cutting Edge Designer by Business Week in 2006. The company counts Microsoft, Electronic Arts, Northrop Grumman, Boeing, Lockheed Martin, National Institute of Justice and the DoD among its clients.



**Bruce Roberts**

Lead Scientist of BBN Technologies in Cambridge, MA

Over the years, Bruce has developed simulation-based intelligent tutoring systems in several domains; e.g., avionics troubleshooting, shiphandling, and air-to-air combat operations.

His interest in automated instruction includes some of the earliest work integrating simulation, computer graphics, and expert systems for training; namely, STEAMER, which taught principles of operation for Navy ship steam propulsion plants. Long ago, as a researcher at the MIT Artificial Intelligence Laboratory, he developed FRL, one of the first practical knowledge representation systems. More recently, he led the rapid development and successful deployment of DARWARS Ambush!, a widely used multi-player game-based training system.

He is currently developing game-based training for Navy recruits.



**Dr. Sonny Kirkley**

CEO of Information in Place, Inc/WisdomTools

For over 15 years, Dr. Kirkley has served as the principal investigator on over \$8.7 million of federal and state funded research grants including serious games and interactive learning projects with the National Science Foundation, National Institutes of Health, National Institute of Environmental Health Sciences, military (U.S. Army, Navy, Air Force), and Fortune 500 companies. His latest focus is on designing, developing, and researching serious games for Science, Technology, Engineering and Mathematics (STEM) education, which includes leading the IIPi team on the NASA Massive Multiplayer Online (MMO) game project.

Dr. Kirkley served as Assistant Director of R&D at the Indiana University Center for Excellence in Education. He holds a M.S. and Ph.D. in Instructional Systems Technology (IST) from Indiana University. He is currently an adjunct professor at Indiana University's School of Informatics. He has published and presented in the fields of next generation blended learning, serious games, augmented/mixed reality technologies, embedded training, problem-based learning, human-computer interaction, adventure learning, and instructional design methods and models for new technologies.

### Digital Distribution Panel

Digital distribution isn't new to the gaming industry, but it is newly energized. With broadband connections finding their way from our PCs into our game consoles, and always-on 3G data available everywhere from North America to the developing world, the challenges of large-scale video game distribution are being met by an insurgency of exciting new platforms and ambitious new products. In digital distribution, closed (piracy-resistant) platforms command the lion's share of attention – from Steam to the iPhone App Store; from MMOs to Xbox Live Arcade. These platforms are giving developers, publishers, and consumers alike new ways to find, and enjoy, video games. In this panel, we'll discuss the fate of brick and mortar video game retailers; the role of platform owners and internet service providers; the social (and niche) potential of online games; why DRM is (or isn't!) a necessary evil; and, lastly, what to do about that missing box.



**Matthew Bellows**

Vice President of Consumer Strategy of Vivox

Matthew is responsible for all consumer-facing aspects of Vivox, the voice services leader for games and virtual worlds.

Previously, he was the General Manager for Floodgate Entertainment, a top video games developer based in Boston, Massachusetts. Before joining Floodgate, Matthew was the co-founder, editor and publisher of WGR Media, the leading publication for mobile entertainment consumers. While leading WGR, he grew revenues to \$1.5 million and distributed content through Verizon, Sprint, AT&T, Yahoo! and many others. He sold WGR to CNET Networks in 2003.

Matthew is an active member of the games community and has spoken at many industry events including GDC, SXSW and the LA Games Conference on the importance and advancement of personal communications in games.

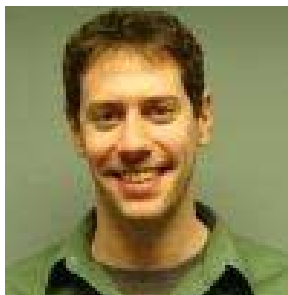
Matthew received his MBA with high honors from the Olin School of Management at Babson College.



**Albert Reed**

Principal Founder of Demiurge Studios

Albert Reed is the principal founder of Demiurge Studios and has been serving as Studio Director since the company's inception. In this role, Albert oversees game production at the studio and handles business development. Prior to founding Demiurge along with Tom Lin and Chris Linder, Albert was a programmer at Cognition and Iron Lore Entertainment. In 2008, he initiated a strategic repositioning of the studio to include digitally distributed content including Xbox Live Arcade, iPhone games and Downloadable Content expansions for existing titles. Albert holds a B.S. in Technical Writing from Carnegie Mellon University.



**Eitan Glinert**

Founder & Creative Director of Fire Hose Games

Eitan Glinert is Fire Hose Games' founder and creative director. 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.



**John F. Rizzo**

CEO of Zeebo

For the past 25 years, Mr. Rizzo has helped guide leading consumer electronics and high-tech companies through early start-up phases, major product launches, high growth, initial public offerings and acquisitions. He has held leadership roles with some of the world's most successful technology firms including Intel (key marketing roles) and Apple (Product Marketing Director for Macintosh).

Mr. Rizzo was Vice President of Global Market Planning for Oracle and has held CEO- or VP-level positions with a wide range of consumer technology, new media, software and semiconductor companies, including Weitek (the first 3D graphics technology for PC gaming), Cahoots (a precursor of Skype) and Tripath Technology (consumer audio electronics). As founder and CEO of the strategic consulting firm Catapult Partners, he advised leading companies such as nVidia, Hewlett Packard and Goal.com and is a board advisor to Klicksports, Moxair and ioCast.

Mr. Rizzo holds a bachelor's degree in Electrical Engineering from Stanford University.



**Chris Grant / Moderator**

Editor in Chief of Joystiq.com

Motivated by either an unhealthy Messianic complex or a dearth of career opportunities (he never could decide which), Chris put his college education to good use as a carpenter before becoming editor-in-chief of the popular gaming blog, Joystiq. In that role, he's served as an IGF judge, an E3 judge, and a podcast host; interviewed many of the industry's familiar faces; all while reporting on the gaming industry for the world's top gaming blog. If he isn't busy playing or writing about games, he's doing other, no doubt less important, things (though he probably shouldn't be). He hangs his hat in the cultural epicenter of the video game industry, Philadelphia.

## Sponsors

Sponsorship opportunities include:

- Meals & refreshments
- Friday night reception
- Badges
- T-Shirts
- Banners
- Raffle prizes & giveaways

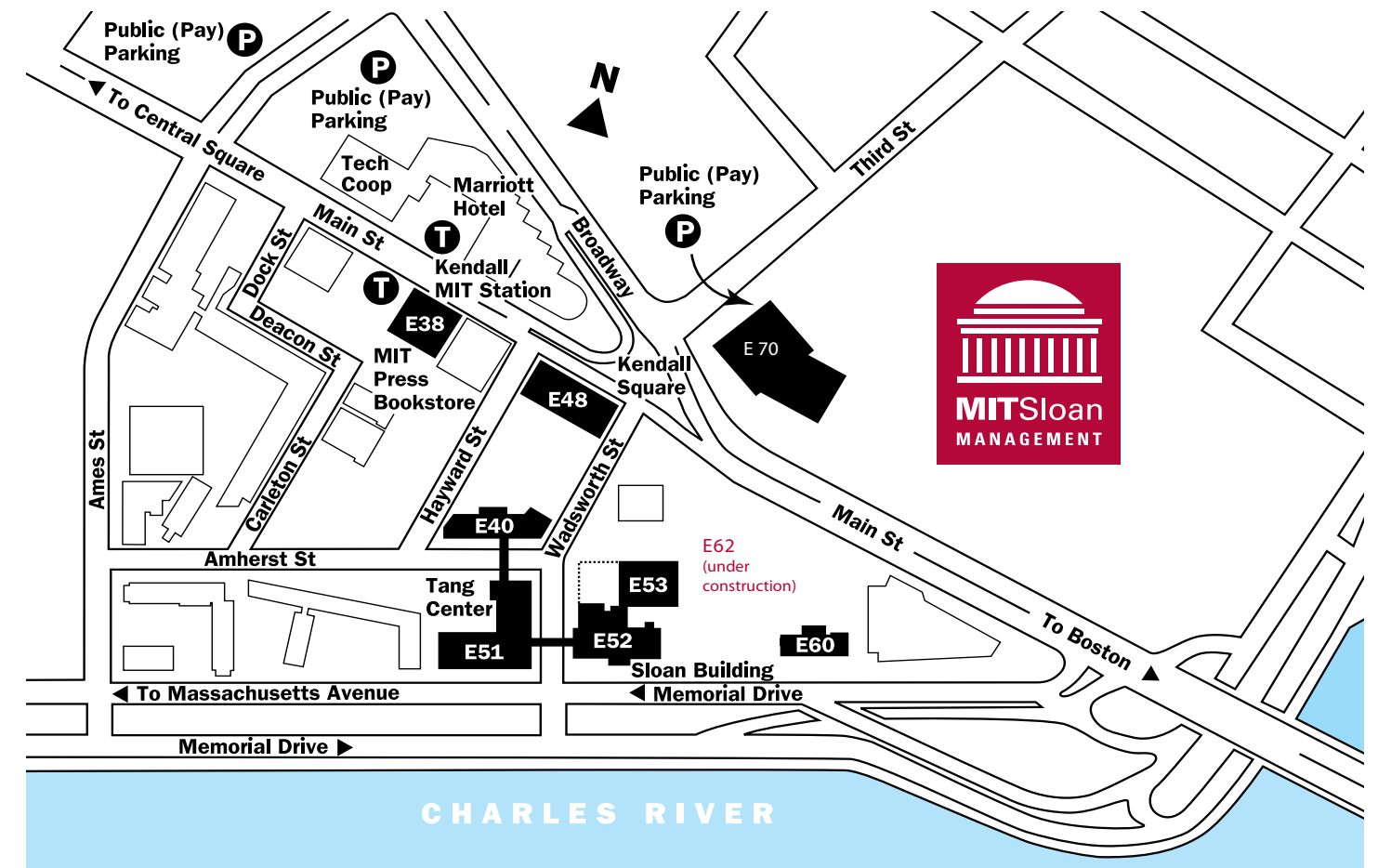


## Venue

MIT Sloan is located in Cambridge, Mass. across the Charles River from Boston and adjacent to Cambridge's Kendall Square. The campus is within three miles of two major interstate highways, less than six miles from Logan International Airport, and is accessible via public transportation.

The campus is in the immediate vicinity of the Kendall/MIT stop on the Red Line and a 15 minute walk from Lechmere Station on the Green Line. MIT Sloan is also a 15-30 minute walk from downtown Boston (depending on the weather) and a 30-40 minute walk from Harvard University (located just up the river from the MIT campus).

The conference will take place in building E51 on the MIT campus.



## Organizers



**Roy Ben-Ami**  
Lead Organizer

Roy is a 2nd year MBA student @ MIT Sloan, focusing on the tech and gaming industries. Prior to Sloan, he worked for Intel Israel as both a Technical Marketing Engineer and a Software Engineer for 3 years. Roy served as an Artillery Captain in the Israel Defense Forces for 4.5 years and recently interned at NVIDIA as a product manager.

**Dennis Fu**  
Publicity/Media Relations

Dennis is a MIT Sloan Candidate Class of 2009 and Australian gamer as far back as he can remember starting with the Apple IIe era moving onto consoles and then settling on his favorite platform: the PC. He has been part of the online community since the 1990s and have won several gaming competitions including the title of national champion for the first-ever online Quake competition in Australia.

**Sandy Lin**  
Marketing

Sandy is a 2nd year MBA student at MIT Sloan. Prior to Sloan, Sandy worked as a Software Engineer at FactSet Research Systems and Consultant at Accenture, where she worked on Technology Architecture and Strategy projects. For her summer internship she worked at VMware's Consumer Products group as a Product Marketing Manager for their Mac product: VMware Fusion. In her spare time she enjoys playing Counter-Strike on her Mac and casual games on her iPhone. Sandy has a BA in Computer Science from UC Berkeley.



**TJ Rivera**  
Operations/Logistics

TJ Rivera is a first year MBA student at the MIT Sloan School of Management, where he is Co-President of the Minority Business Club and is focusing his studies on general management, operations, and leadership. Prior to Sloan, TJ served in the United States Army as an officer in the field artillery. During his time in the Army, TJ deployed on two overseas tours to Iraq, where he took part in the initial combat operation by coalition forces in 2003 and returned two years later to lead troops during Iraq's historic general election in 2005. TJ's leadership positions in the Army included Platoon Leader and Company Commander.

TJ holds a BS in Systems Engineering from the United States Military Academy at West Point. He will be spending this summer working in an Operations Management role at Amazon.com.



**Panel Lead**  
Serious Games

Steve Hancock is a first year MBA student at MIT Sloan. Prior to entering MIT, Steve co-founded and led Geomeme, a marketing consulting firm with operations in India and the U.S. Geomeme helps clients enhance and optimize marketing through innovative applications of technology and analytics. Before Geomeme, Steve worked in Bangalore for the Strategic Marketing division of Mphasis, a 30,000 employee BPO/IT outsourcing firm. He began his career as a Research Analyst for Sapient. Steve holds a BS in Computer Engineering from the University of Miami.



**Chris Kenney**  
Panel Lead - In-Game Advertising

Chris' fascination with virtual collaboration and the capacity for "core" games to teach life skills arose from learning how to touch type, diffuse conflicts, raise guilds and obfuscate age on The Realm, an early MMORPG. She refined her theories within the economics and psychology departments at University of Chicago and then tested these theories on business problems in the wild as a management consultant. At Sloan, Chris has moved on to "BiG"ger things: developing a business plan for MBA games, working at GDC, writing 2 blogs, and consulting with local startup companies.



**Jordan Lee**

Panel Lead - Digital Distribution

Jordan is an MBA student at the MIT Sloan School of Management. Before returning to school, he was a Lead Software Engineer at Electronic Arts, where he worked on titles including FIFA, NHL, NBA, March Madness and SSX Tricky. He is also a professional snowboard instructor and worked for five years at Whistler, Canada. In his spare time, he is an avid photographer and pilot.

After graduation, he will be joining Bain & Company as a Management Consultant. He holds a B.Sc. in Computer Science from the University of British Columbia.



**Brian Singer**

Panel Lead - MMO Business Model

Brian is in his second year at the MIT Sloan School of Management. He will join Novell as a Product Marketing Manager when he finishes. Prior to Sloan, Brian worked as an engineer at QLogic Corporation. He has a B.S. in computer engineering from Brown University and is an avid gamer, splitting his time between his Xbox 360 and PC.

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