

# Jeff Peters

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## SUMMARY

25+ years experience as a video game executive and creative leader. Strategic focus for delivering high profile games that grow brands, generate profit and expand the customer base. Ability to source clients, build businesses and manage diverse teams (internal and external) at startup, private and public companies. Deep knowledge of consoles, hardware, digital delivery channels, trends and business models (including free-to-play through retail distribution). Proficient and passionate about Agile / Scrum methodologies used to deliver AAA quality productions, as well as righting troubled productions. Extensive experience in strategies for WW and multi-year franchise management, P&L responsibility, production planning, budgeting, creative design, studio management, licensor relationships and new and licensed IP development.

INNOVATION • CONSUMER FOCUS • STRATEGIC • QUALITY FOCUS

## LEADERSHIP HIGHLIGHTS

### Long-Term Revenue Generation and Profitability:

- As co-owner, built TapStar Entertainment Inc. from the ground up, as a startup digital game developer and publisher. Company successfully completed its acquisition to iEntertainment in 2016 for a combination of cash and stock. Entire production was self-financed and has offices in CA, UT, CAN and GER.
- Generated over **\$400M** in revenue and **11M** unit sales for EA
- Live service productions generating over **\$1M** month and **4.5+** Stars ratings
- Managed EA's *Tetris* and *Hasbro* relationships. Built out multi-year franchise strategies and the related products. **"Tetris Blitz" = Apple's Editors Choice in 100+ Countries at launch, #1 Free game in 88 countries, 4.5+ Star ratings and over 26MM Downloads in first 8 months**
- Revitalized "Superman Returns" project development (a team of 150+ which was lagging production goals and targets) into a shippable product. Established new vision and streamlined execution to meet business goals and production deadlines
- Joined 3<sup>rd</sup> Party developer on the verge of insolvency and re-directed and managed new production and business techniques to transform the small company from near bankruptcy, to its peak at 43 employees, 2 teams and **\$4M** yr in revenues

### Recognition:

- Graduated EA's "Studio Leaders Accelerator" (SLX) business and development program, as one of only twenty (out of 10,000+ WW employees) selected individuals for year-long advancement program
- Winner of EA Salt Lake's 2010 Annual "Leadership" award for the production of "Monopoly Streets"
- Graduate of "Leaderpoint" Advanced, Executive Leadership and Business Development program (2007)
- Listed 14 times in the *Guinness Book of World Records* for video game related achievements (1984-1988). Holder of 11 world records in *Twin Galaxies Official Video Game & Pinball Book of World Records*.

### Industry Expert:

- Co-Founded *Electronic Gaming Monthly* (EGM) and *Top Score* magazines and created the publishing company to produce them.
- Certified Scrum Master: Trained by Mike Cohn and part of the Scrum Alliance
- Launched UDEN (Utah Digital Entertainment Network) as a non-profit organization with other local industry veterans in 2015, to focus, align and create local opportunities for the digital entertainment industry in Utah.
- University of Utah Professor for the #1 Video Game Program in the US, teaching courses on the, "Business of Video Games" to their graduate students.

## PROFESSIONAL EXPERIENCE

**2014 - Present**    **SVP Production: iEntertainment/TapStar Games,**    *Salt Lake City, UT*  
**Inc.**

Serving as co-owner and SVP Production for TapStar Games, Inc. directing its game production, product acquisition and business development. Company was successfully acquired by iEntertainment in 2016. Highly engaged with the Indie development scene and WW focus on business development and product portfolio.

- **Team Management** – Through a combination of Licensed and New IP development, directed teams distributed across US (CA, UT, NC), Singapore, Shanghai, Russia and Canada.
- **Recognition** - All of TapStar's products have been featured by Apple as "Best New Game" on iTunes at launch including "Boulder Dash: 30<sup>th</sup> Anniversary" and "Metro 2033: Wars."

**2014 - Present**      **CEO: Bluff Street**      *Salt Lake City, UT*

Independent consultancy working with Developers and Publishers to assist with: Freemium design, creative development, general production strategies, business development, strategic planning, P&L mgmt. and analytics. Highly engaged with the Indie dev. scene.

- **Diversified Clients:** Including private and public companies: The Void, GSN, Casino Game Maker, Sands, Inc., The Venetian, Assorted Nuts, ViewPoint Games, Skillz, TML Studios, LevelsPro, React Games, and WW brands such as “Hello Kitty” and “Ghostbusters.”
- **Non-Profit Development** – Developed and launched the Utah Digital Entertainment Network as an advocacy for the entire Utah Digital Entertainment Industry. Also assisting the Susan G. Komen foundation in analytics, research and analysis of missions and events.
- **Professor:** University of Utah, teaching graduate level studies, “The Business of Video Games” for the #1 video game program in the US.

**2008 – 2014**      **Studio Director / Executive Producer: Electronic Arts**      *Salt Lake City, UT*

Responsible for a \$7M P&L and 40 employees at Salt Lake studio “All Play” Mobile/Tablet productions. Directly oversee all studio growth strategies, internal and external development and strategic brand partnerships, including *Hasbro* and *Tetris* WW Franchise strategies. Oversee team to ensure fiscal management, new product development, creative vision, strategic planning, franchise management, office build out and facility management. Key accomplishments include:

- **Brand Engagement** - Developed genre defining new takes on Tetris with “Tetris Blitz,” and “Tetris Monster” and innovations on controls systems to drive engagement on touch-screen devices. **“Tetris Blitz” is the most successful free-to-play version of “Tetris” ever developed with 26 million downloads in first 8 months**
- **Revenue Growth** - Managed “Tetris” as a WW franchise with yearly targets and territory specific initiatives (e.g., Asia). Developed products targeted at *Kakao* network in Korea and *Tetris Monster* a card-battle game developed exclusively for Japan. **Generated an average of \$25+MM total business per year.**
- **Team Management** - Successfully guided teams through transitions from console to social to freemium game development models in one year, including adopting analytics and live services into team org. and development
- **Development Process** – Successfully managed teams through Agile/Scrum development methodologies for on-time, on-budget deliveries. Also developed EA Salt Lake’s “Results-Driven” post-mortem process
- **Global Products Brought to Market** - *Tetris Blitz* (iOS, Android, Amazon, WP8), *Tetris* (iOS, Android, Amazon), *Tetris Monster* (iOS, Japan), *Tetris Blitz Kakao* (iOS, Android – Korea), *Risk Factions* (Facebook), *Monopoly Streets* (PS3, X360, Wii), *Nerf: N-Strike* (Wii), *Trivial Pursuit: Bet You Know It* (Wii), *Monopoly Collection* (Wii), *Family Game Night Fun Pack* (X360, Wii) and *Family Game Night 4: Game Show* (X360 + Kinect, PS3 + Move, Wii)

**2005 – 2008**      **Sr. Producer: Electronic Arts-Tiburon (EA Sports)**      *Orlando, FL*

Hired to revamp major franchise with \$30Mil budget (*Superman Returns* on X360, PS2, Xbox). Developed and executed highly successful strategy focused on re-directing production, team organization and game design to transition to a shippable and profitable product. Managed team of 150 internal and 40 external in order to successfully create vision, design game, develop production procedures, manage budget, negotiate contracts with develops and complete production. Key accomplishments included:

- Responsible for developing and executing a strategy for launching an *Action Games* division within Tiburon (EA Sports). Responsible for New IP development and externally developed titles – restructured organization and redeployed talent
- **Additional Projects Included:** *Tiger Woods '09* (PS2, PSP), *Madden '09* (NDS), *Nascar '09* (PS2)

**2003-2005**      **Owner / President: GearWorks Games, LLC**      *Salt Lake City, UT*

Developed and executed successful strategy for partnering with developers to crystallize vision, concept and production for gaming products for \$4M - \$6B clients. Collaborated with key stakeholders to manage game design, production, concept, budgeting, dependencies, proposal creation, and script writing, as needed. Responsible for all lead generation, project management, sales, marketing, resource management and technology of business. Key Projects included work for: Disney, Midway, Tolt and Headgate.

**2000-2003**      **Director of Product Dev.: Beyond Games, Inc.**      *Salt Lake City, UT*

Joined company on the verge of insolvency and successfully re-directed new production and business techniques, brought in new clients and transformed the small company from near bankruptcy, to its peak at 43 employees, 2 teams and \$4M yr in revenues. Key Clients included: Infogrames, Midway and THQ.

## EMPLOYMENT HISTORY

<b>1997-2000</b>	<u>Project Director / Designer: <i>Kodiak Interactive Software Studios;</i></u>	Salt Lake City, UT
<b>1992-1997</b>	<u>Project Manager / Designer / Artist: <i>Sculptured Software, Inc. / Acclaim</i></u>	Salt Lake City, UT
<b>1990-1991</b>	<u>Project Director / Artist / Designer: <i>USA games / Catalina Games</i></u>	Van Nuys, CA
<b>1990</b>	<u>Arcade Development Consultant</u>	San Diego, CA
<b>1989-1990</b>	<u>Software Manager: <i>SNK, Inc.;</i></u>	Sunnyvale, CA / Osaka, JP
<b>1989-1995</b>	<u>President / Owner / Artist: <i>JCS Design;</i></u>	Rancho Cucamonga, CA
<b>1987-1989</b>	<u>Production Director / Editor / Owner: <i>Sorjana Publications</i></u>	Rancho Cucamonga, CA
<b>1985-1988</b>	<u>Owner / Competitor: <i>U.S. National Video Game Team</i></u>	Rancho Cucamonga, CA
<b>1984-1985</b>	<u>Owner / Operator: <i>Galaxy Arcade</i></u>	Rancho Cucamonga, CA
<b>1982-1994</b>	<u>Manager: <i>Starship Video Arcade</i></u>	Upland, CA

## SKILLS

<b>Game Design</b>	<b>Production</b>
Licensed and New IP	Analytics Models/Reporting for Freemium and Free-to-Play
AEM Strategies for Freemium Design	Multiple Product Business Models
Genre Specific Compulsion Loops	P&L Development and Management
Creative Direction for all Business Models	Studio Management
Genre & Demographic Design Strategies	Team and People Management
Certified Scrum Master	Franchise Management
Scrum/Agile Development Processes	Live Service Planning and Management
Photoshop, 3DSMax, Maya	Organizational Planning
Microsoft Office Suite	Mo-Cap and Audio Talent Direction

## EDUCATION

1984	Graduated Damien High School (Member National Forensic League)
1984-1989	Attended Cal Poly Pomona College (Studies in CS, CIS and Business)