

Jon Dean

CEO at XacFAQ and Guv1

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Summary

A games industry veteran, Jon has been making digital entertainment for more than twenty-five years. He has an impressive depth of experience, including as an independent game developer, much-sought-after consultant and also as a production executive at leading game publishers including EA, Activision, Atari and Midway. Jon was a Vice-President at the World's #1 videogame company, Electronic Arts, where he held multiple roles including General Manager of their US Salt Lake and Raleigh/Durham development & production studios, and Executive Producer of many hit games for EA and EA SPORTS. He has worked on all major gaming platforms including console, mobile, AR and VR.

Jon's skillset includes building and running development studios, design, major brand integration into games, monetization, contract negotiation, P&L responsibilities, licensor relationships, game development process (project management, agile etc.) and complex project troubleshooting.

A member of advisory boards for technology companies and universities, Jon is also a leader in Utah's entertainment industry, a member of the Utah Digital Media UCAP Committee and co-founder of the non-profit digital entertainment trade association, UDEN.

Experience

CEO at XacFAQ

September 2013 - Present (3 years 1 month)

Startup developing proprietary publishing platform for mobile. Specializing in content aggregation, scraping and curation to create mass-market digital/mobile entertainment and eLearning apps.

www.xacfaq.com

CEO at Guv1 Digital Consulting

October 2013 - Present (3 years)

Experienced executive available to help on consultancy basis. Objective, confidential. A few hours or entire project. Your site or remote. Affordable rates, open to equity!

GM-level strategist, team-level hands-on troubleshooter and deliverer of results! I'm expert in product development, the videogames industry, app creation, business strategy and development, software production and process, gamification, technology, product design and more!

My clients are startups and big corporations including videogame publishers, game development studios, beverage brands, insurance companies, app developers, VR/AR device manufacturers, toy companies, vfx/animation studios etc. I only work with a few clients at a time so please contact me for my availability!

Assignments undertaken for clients have included:

One-off consulting assignments such as:

- Assisting with complex projects as an objective troubleshooter & problem solver to help get back on track;
- Objective review of an app or game project at a critical stage, providing a written assessment and recommendations;
- Helping devise a strategy to market;
- Training teams on effective software development process including soft-skills needed for management of creative and technical personnel;
- Ideation to help brands develop innovative apps, digital applications and game opportunities;

Longer term assignments including:

- Representing clients as Executive Producer of their project with a 3rd party developer, publisher, licensee or licensor;
- Managing a games product with a 3rd-party; finding suitable developers;
- Helping startups with advice and hands-on assistance as needed;
- Setting up live operations for apps including data-driven pipelines, customer service etc;
- Business development and franchise planning;

...and more! If I can't help, I can usually recommend someone that can!

www.guv1.com

Teacher, Production, EAE Master Games Studio at University of Utah

August 2015 - Present (1 year 2 months)

What do game producers do? One evening a week, one semester a year, I take time out to give students on the EAE Masters program a detailed insight about what it takes to be a games producer. This isn't about learning tools, it's a speed-date with the wide range of soft skills needed, peppered with real-life anecdotes and examples. Game producers, much like film producers, find themselves responsible for a wide variety of tasks in the process of creating interactive media. This course explores common elements that many producers face, from contracts and IP, to team management, difficult conversations, risk assessment, project scoping, creative and technical considerations, planning and game pipelines.

In addition to a high level overview of how games are made, students learn how they can facilitate the process and specifically how producers fit into the production process.

<http://eae.utah.edu/>

VP/ General Manager at Electronic Arts

November 2004 - September 2013 (8 years 11 months)

- [2011 - 2013] VP All-Play label. GM & Executive Producer EA Salt Lake and Durham game development studios
- [2008 - 2011] GM, Executive Producer EA Salt Lake/Hasbro business unit
- [2004 - 2008] Executive Producer at Tiburon studio in Florida for EA SPORTS' exclusive NASCAR and Tiger Woods PGA TOUR franchises, as well as 3rd party development.

Shipped/released titles for all major gaming platforms including iPhone, iPad, Android, Facebook, X360, PS3, Wii, NDS, 3DS, online/live services

Shipped/live games/services include:

- Tetris Blitz
- TMI Trivia
- Monopoly Hotels
- Risk: Factions
- Monopoly Streets
- Nerf N-Strike and N-Strike Elite
- Littlest Pet Shop
- Madden NFL 06 - 09
- NASCAR 07 - 09
- Tiger Woods PGA TOUR 08 – 09
- Arena Football and Arena Football: Road To Glory
- Superman Returns
- NFL Street 3
- Goldeneye: Rogue Agent

VP Product Development / VP Sports Business at Midway

March 2002 - October 2004 (2 years 8 months)

Brought new development process and structure to Midway's videogame sports business, including sports league relations (NFL, MLB, NHL, NBA). Shipped Midway's first console games with online connectivity.

Released titles for all major gaming platforms including Xbox, Playstation 2, Gamecube

Shipped games include:

- NFL Blitz '03/Pro
- MLB Slugfest '03/'04/Loaded
- NBA Ballers
- NHL Hitz '03/Pro

VP Product Development at Kodiak Interactive Software Studios

January 1999 - February 2002 (3 years 2 months)

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

Released titles for Xbox and Playstation2 consoles

Shipped games include:

- WCW Mayhem and WCW Backstage Assault (EA)
- Monsters Inc. (Sony)
- Circus Maximus (Encore)

CEO at Crush! / Project Management Consultancy

March 1988 - December 1998 (10 years 10 months)

Founder of this specialist project management consultancy (PMC) and game development studio (Crush!)

Clients included Activision, Argonaut Software, Attention to Detail, Eurocom, US Gold, System 3, Marjacq, Microprose, Mindscape, Mirrorsoft, Konix, Lucasfilm, Philips Media, Takara, The Disc Company

Released projects for PC, Sega CD, ST, Amiga

Shipped games include:

- Night Shift (Lucasfilm)
- Indiana Jones & Fate Of Atlantis (LucasArts)
- Powermonger (EA)
- Soccer Nation (Crush/Attica)
- Futbol Pro (Proein)
- Mortal Coil (Vic Tokai/Virgin)

General Manager at Argonaut Software

January 1992 - March 1993 (1 year 3 months)

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

Released games for SNES, GBA, PC, ST, Amiga

Shipped games include:

- StarFox (Nintendo)
- King Arthur's World SNES (Jaleco)
- Birds Of Prey (Electronic Arts)
- ATAC - Advanced Tactical Air Command (Microprose)
- Race Drivin' (THQ)

European Software Development Manager at Activision

1986 - 1988 (2 years)

Producer / Product manager at Atari

1982 - 1986 (4 years)

Education

Langley College, UK

Computer Science, English, Mathematics, Biology, Physics

Volunteer Experience

Founder / Co-Chair at UDEN - Utah Digital Entertainment Network

January 2015 - Present

Utah is a hive of great creative talent - but it almost seems like its a secret within the State, let alone outside!

So we founded UDEN as a trade group for digital entertainment with the idea of bringing together all of the talented individuals, companies and groups together as one community. Specializing in film and gaming, the group is mapping all players, identifying the gaps, and helping the whole speak with a single voice - both inside and outside Utah. Regular meetings and networking. www.utahden.org

Originally formed as MiU (Made in Utah) we changed org name in May 2015.

More here: <http://www.UTDen.org>

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5 people have recommended Jon

"I had the pleasure of being instructed by Jon at the University of Utah's top game development program. Jon's teaching style is extremely effective. He strikes a solid balance between lecturing and giving students the opportunity to direct class time. Obeying his own golden rule, Jon is "relentless about setting clear expectations." He's also lucid and concise when providing feedback. In a single semester, he taught a group of 15 graduate students how to successfully produce exceptional video games."

— **Spencer Nelson**, *Video Game Producer, Entertainment Arts and Engineering*, reported to Jon at University of Utah

"Not only is Jon a fun person to work for with a brilliant sense of humor (or should I spell it humour?), but he is a passionate manager with the uncanny ability to ask the hard questions at just the time you most need to hear them (which coincidentally is also the time when you least want to hear them). He tries to enable you to do your best work, which I suppose is what good managers ought to do."

— **Zack Hiwiller**, worked indirectly for Jon at Electronic Arts

"Jon was by far the best person I have worked for yet. While he also managed the design team he was always informative, helpfull, inspiring, and motivational. He soon became President of Kodiak at some point and he continued the afore mentioned values and skills. One of the greater things that made me admire this man was his sheer honesty. He would tell you like it was in a diplomatic and informative way. Though strong in his own opinions he was always willing to listen and accept anything that you presented if it was compelling enough to him. I know that he has a long history in the game industry and it shows with his incredible people skills and impecible ability to lead teams. Capable of conjuring innovative standards and practices in development process's and pipelines he is sure to shine for quite a long time in this business. He has always helped friends and colleagues to open new connections and networking and with job opportunities. This is a man to have on your team. I would take any job under the command of this individual any time he offered."

— **Jason Smith Spencer**, reported to Jon at Electronic Arts

"I met Jon many years ago when he was hired by Midway Games. Jon is an elite individual. Stellar! Nothing but full admiration for him, Jon he is very approachable, genuine, informative, and honest. He empowers others, he will tell you about something in an informative way and he is always willing to listen and accept

anything that you present. He has a long history in the game industry and it shows with his incredible people skills and impeccable ability to lead teams. People admire him, wonderful ability to handle any situation with confidence and professionalism. He has always helped friends and colleagues to open new connections with networking and with job opportunities. He empowers others to excel! This is a man to have on your team. Absolutely Stellar!!!! Judy Wright"

— **Judy Wright**, was a consultant or contractor to Jon at Midway

"Jon has been and continues to be the best VP I have ever worked with at a game company. He was always very approachable and went out of his way to hear the voice of 'the worker', made logical decisions, was committed to improving the skill sets of his employees, and always exuded a positive attitude. Double thumbs up!"

— **Ricardo Boronat**, worked indirectly for Jon at Midway

[Contact Jon on LinkedIn](#)