



DAN KITCHEN

ENTERTAINMENT SOFTWARE EXECUTIVE



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PRODUCT DEVELOPMENT / BUSINESS DEVELOPMENT / LICENSING / GAME DESIGN

Accomplished professional with over 10 years of career success in global entertainment product and business development possessing extensive expertise in game design and production. Expert in indentifying and closing profitable strategic relationships with key licensing, distribution and publishing partners. Passionate gaming executive credited with over 200 titles generating over \$100M in revenues.

- Product Development
- Creative Management
- Business Development
- Product Licensing
- Strategic Planning
- E-commerce
- Outsourcing
- Game Monetization/Analytics
- Product Distribution

CAREER EXPERTISE

- Experienced leader in cross-platform casual game and mobile app development working with global internal and external teams of programmers, designers, artists and producers
- Highly creative casual game designer with extensive software engineering experience and insight into the craft of game production, project management , online publishing and distribution
- Game professional with expertise in E-commerce and analysis of complex dynamic metrics/analytics to maximize DAU/MAU revenue
- Expert at identifying new business opportunities and leveraging licenses and brands into profitable products by negotiating, structuring and closing strategic partnerships, large scale complex deals and agreements
- Expert at increasing ROI and reducing development costs by locating and managing offshore talent
- Recognized industry Expert Witness in the areas of Video Game Design, Software Development, Internet Technologies and Patent Infringement

PROFESSIONAL EXPERIENCE

GameShastra, Princeton, NJ/Hyderabad, India

2009 – Present

Vice President, Global Business & Product Development

India's largest game developer/publisher, (Winner Red Herring Global 100) with offices in India, Japan and USA

- Lead global business development effort generating over \$3M in new business while managing offshore studio consisting of over 200 development personnel with first submission pass success rates of 82%
- Close and manage outsourcing projects for key clients such as **Playdom's "Gardens of Time"** (ranked in Facebook Top 10 with over 16+ million MAU and winner of Best Social Network Game at GDC Online 2011) and **Zynga's "Hidden Chronicles"**
- Utilize Kotagent Game Analytic Platform in Facebook social game design and development to maximize DAU/MAU revenue
- Identify and capitalize on new distribution channels and E-Commerce solutions for multiple platforms
- Design and produce casual games for Facebook, leading online portals and mobile platforms including iPhone, iPad, Android, Windows Phone 7, PSPgo and Tegra resulting in millions of downloads and installs
- Constantly expanding customer base with frontline clients including Zynga, Playdom,, Paramount Studios, Atari, Alawar, Freeverse, ngmoco, Discovery Communications and Nvidia

Skyworks Interactive, Inc., Hackensack, NJ

2006 – 2009

Vice President, Business Development

Top 100 developer and publisher renowned for pioneering Nabisco LifeSavers Candystand.com

- Designed and produced original and licensed F2P casual games for Candystand.com, ESPN Arcade and world-class brands including Nabisco, CBS, Kraft, Wrigley, Columbia Pictures, Miller Brewing, Discovery Channel and NESTLÉ'S generating well over 5 million MAU with a catalog of over 100+ titles
- Led the development of over 16 iPhone apps with 90% reaching Top 100 ranking in the iTunes Store
- Closed \$1.5M in new business within first six months resulting in preservation of internal development staff and acquisition of \$10.5M in angel investment capital
- Created strategic solutions with embedded game analytics to maximize measurable user improvements, growth and dynamic advertising revenue
- Produced and co-designed "The Road", an \$8M+ MMO based upon a virtual Route 66 with a 3-D avatar lobby system and over 40 casual multiplayer games
- Successfully designed and licensed traditional board games under representation by Creative Artist Agency (CAA) for mass market toy publisher

Majesco Entertainment Company, Edison, NJ

2000 – 2006

Vice President, Product Development & Licensing

Leading mass market publisher of console and hand-held games

- Significantly increased revenues by \$30M and co-created GBA Video with A-list brands including Yu-Gi-Oh!, Spongebob Squarepants, DIC, Warner and Disney Properties
- Managed teams of over 50 internal/external creative and technical staff while overseeing all aspects of development and licensing
- Transitioned company from remanufacturer into self-publisher by producing company's first 25 hand-held licensed game titles including Frogger, Frogger 2, Nascar Heat, and Q*Bert
- Co-authored business plan and investment presentation resulting in first round capital funding in excess of \$10M

Morning Star Multimedia, Inc., Ridgewood, NJ

1995 – 2000

Founder/President/Chief Executive Officer

- Founded boutique software publisher acquired for \$2.5M as a subsidiary of the Telegen Corporation

PROFICIENCIES

MS Office Suite ■ Photoshop ■ C++, Objective-C, Lua and Assembly Languages
Xcode and Cocoa Applications ■ Flash and ActionScript ■ Corona SDK

DISTINCTIONS

Society of Industry Leaders ■ International Game Developers Association
Casual Games Association ■ Industry Speaker ■ Patent Expert Witness ■ Guest Lecturer

EDUCATION

Computer Science / Electrical Engineering
Fairleigh Dickinson University, Teaneck, New Jersey