



BOARD OF DIRECTORS

Duane Bray is a Partner at IDEO, where he heads the firm's Global Digital Business. He joined IDEO in 1995 to lead and develop the discipline of interaction design, now one of our most sought-after capabilities. Duane's experience includes the development of major software and hardware programs and the integration of emerging technologies into human-centered products and services. He routinely explores the intersection of technology and people, revealing and elevating the emotional connections that we forge with digital media.

Asi Burak, the chairman of Games for Change, is a veteran of the videogame and technology industries, and an award-winning executive producer and designer. For the past five years, he served as the President of Games for Change (G4C), replaced by Susanna Pollack. As the former president of Games for Change and the executive producer of the Half the Sky Movement games, he orchestrated partnerships with Zynga, Frima Studio, some of the world's leading NGOs, and Pulitzer Prize-winning authors Nicholas Kristof and Sheryl WuDunn. As of August 2013, the Facebook game has reached 1 million registered players and raised \$410,000 in sponsored and individual contributions. Prior to G4C, Asi co-founded Impact Games, the creators of the internationally acclaimed PeaceMaker and Play the News gaming platforms (acquired 2010). He also served as a consultant to organizations such as EON Productions (007), Newsweek, and McCann Erickson around the strategic use of games to further brand engagement. He is often interviewed by international media and has been invited to speak at conferences and institutions including TED Talks, Harvard Kennedy School, the Sundance Film Festival, the Skoll World Forum, CES, SXSW, GDC, and the US Army War College. A native of Israel, Asi was VP of Marketing and Product at Axis Mobile (acquired 2008), where he introduced pioneering mobile games to a worldwide market. He is a faculty member at the School of Visual Arts' MFA in Design for Social Innovation and holds a Master of Entertainment Technology from Carnegie Mellon University.

Mark DeLoura is a veteran technologist, recently completing a term as Senior Advisor for Digital Media at the White House Office of Science and Technology Policy (OSTP). While at OSTP, Mark focused on expanding the use of games as a tool for engagement and education, and increasing computer science education through informal means such as toys, games, and the Maker movement. Since returning to Seattle, Mark has worked on K-12 computing education and the use of games for learning. He maintains a weekly newsletter on informal learning technologies called the Level Up Report. Prior to joining the White House, Mark worked in leadership positions at Sony, Nintendo, Google, Ubisoft, and THQ, among others.

Bruce Hack is the founder of BLH Venture LLC, a specialist in entertainment and new media. He was vice chairman of the board of Activision Blizzard until 2009. Prior, he was CEO of Vivendi Games from 2004 to 2008; vice chairman of the board at Universal Music Group from 1998 to 2001; and CFO of Universal Studios from 1995 to 1998. He also served as EVP of development and strategy at Vivendi Universal from 2001 to 2003. He joined the Seagram Company Ltd. in 1982 after serving as a trade negotiator at the U.S. Treasury in Washington D.C. Amongst his roles at Seagram were CFO of Tropicana Products Inc. and director of strategic planning at The Seagram Company Ltd. Bruce is a director on several boards including Technicolor Inc. and has taught leadership and entrepreneurship at Stanford, Princeton, Yale, and Cornell. He earned a B.A. at Cornell University and an MBA at the University of Chicago.

Erik Huey is currently the senior vice president for government affairs at the Entertainment Software Association (ESA). He oversees the entire federal and state government relations operations for the \$21 billion U.S. video game industry. During his tenure as a senior executive at ESA, he orchestrated the government affairs component of ESA's historic U.S. Supreme Court free speech victory, and led the industry's strategic and tactical campaign in response to recent legislative challenges to the industry's creative expression and distribution model.

Alan Lewis is a communications professional with more than 20 years of expertise working within the interactive entertainment industry. Since 2008, Mr. Lewis has served as Vice President of Corporate Communications and Public Affairs for Take-Two Interactive. In this role, he is responsible for overseeing the Company's corporate communications initiatives and media relations, as well as serving as the organization's key Public Affairs liaison. Prior to Take-Two, Mr. Lewis was a Senior Vice President with Edelman in New York, where he led the agency's Digital Media Practice, representing such clients as CA Technologies and Sony Ericsson.

Jane McGonigal is a world-renowned designer of alternate reality games (ARGs) — games designed to improve real lives and solve real problems. She is the New York Times best-selling author of *Reality is Broken: Why Games Make Us Better and How They Can Change the World*. As a TED 2010 speaker, her speech attracted over 3 million views, and she has keynoted the Game Developers Conference, SXSW and Google Zeitgeist Americas. She played a high-profile role at the World Economic Forum in Davos, January 2012. Jane has a PhD in performance studies from the University of California at Berkeley.

Elizabeth Sarquis is the founder and CEO of Global Gaming Initiative. She has worked extensively with United Way, the National Eating Disorders Association, Park Nicollet Health Services, and others to advocate solutions to youth diseases, disorders, and systemic impediments to positive growth. Elizabeth holds degrees in political science and human physiology, as well as a master's degree in child development from the University of Minnesota. Global Gaming Initiative's first game, *Sidekick Cycle*, an addictive, downhill

cycling racing title, launched in 2013 and benefits both World Bicycle Relief and Free Bikes for Kids. Their second game, *Winning Kick*, is a single-player soccer game where 50% of proceeds will go to providing soccer balls to impoverished children across the developing world through nonprofit partner Charity Ball.

Brooks Tanner has over 20 years experience as an investment banker having worked for firms including BNP Paribas, Deutsche Bank/Bankers Trust, Citibank and Drexel Burnham Lambert. He has worked in both corporate and private equity client coverage and has had assignments in New York, London and Hong Kong. He also has acted as chief financial officer for two early stage technology companies and a private equity-backed manufacturing business in San Francisco and Seattle. Brooks is currently a member of the board of trustees and the executive committee at the National School Climate Center, a member of the advisory board of the Santa Maria School and a founding board member of the Brooklyn Urban Garden Charter School. He is a graduate of Williams College and Harvard Business School.

Ava Zydor is President of Seventh Reach Media, a media content and communications company, and provides strategic consulting advice to small businesses. Previously, as an attorney at Baker & McKenzie and Lord Day & Lord, Barrett Smith, she advised global clients on international trade and corporate finance. She also worked as a Trade Development Specialist at General Electric Trading Company. Ava has an MBA from the Harvard Business School, a JD from the University of Akron and a BA from Drew University. She is passionate about the science of innovation and the arts and has held numerous leadership positions as a volunteer with arts and education organizations. She currently is a member of the Board of the Harvard Business School Club of New York Community Partners program and is Co-Chair of the Community Partners Arts & Culture Committee, where she manages strategy consulting projects for nonprofit arts organizations.