



## Games for Change Board of Directors

### **Dan Ayoub**

#### **General Manager, Education, Microsoft**

Dan oversees the development and execution of products and strategy aimed at using this groundbreaking technology to improve learning outcomes for students of all ages around the world. Dan has over 20 years of development experience, and is passionate about the power and importance of education and ensuring that technology remains accessible to every human being on the planet. Based out of Seattle, Dan leads a team of passionate developers and educators working to shape the future of educational technology.

### **Asi Burak (Board Chair)**

#### **SVP, Tilting Point**

Asi is currently SVP Business Development at Tilting Point, a next-generation games partner that provides top development studios with capital, resources and support to scale the success of high-quality free-to-play games. Asi has also served as an Executive Advisor to organizations like EON Productions (producer of the James Bond films), The Tribeca Film Festival, Newsweek, and McCann Erickson, helping guide the strategic use of videogames to further brand engagement. Prior to serving as G4C's President from 2010 to 2015, Asi co-founded and led Impact Games, the creators of PeaceMaker and Play the News (acquired by Hybrid Learning Systems in 2010). He is also 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.

### **Tracy Fullerton**

#### **DIRECTOR AT USC GAME INNOVATION LAB, DIRECTOR EMERITUS AT USC GAMES**

Tracy Fullerton is an experimental game designer, professor, author and director emeritus of the USC Games program. Her research center, the Game Innovation Lab, has produced a number of influential independent games, including Cloud, fLOW, Darfur is Dying, The Night Journey and Walden, a game, which was named "Game of the Year" at Games for Change 2017 and "Developer Choice" at IndieCade 2017. Tracy is the author of "Game Design Workshop: A Playcentric Approach to Creating Innovative Games," a design textbook used at game programs worldwide, and holder of the Electronic Arts Endowed Chair in Interactive Entertainment.

### **Bruce Hack**

#### **Founder and CEO, BLH Venture LLC**

Bruce Hack is the founder of BLH Venture LLC, a specialist in entertainment and new media. He was a principal in the creation of Activision Blizzard, the world's largest videogame company, and served as its Vice Chairman. Prior, he was CEO of Vivendi Games, the developer and operator of numerous franchises including Blizzard's *World of Warcraft*, the world's largest subscription-based online game. Previously, he was Vice Chairman of Universal Music Group, the world's largest music company, and CFO of Universal Studios.

## **Erik Huey**

### **President, Platinum Advisors LLC**

Erik Huey is President of Platinum Advisors, a government relations and lobbying firm. He was formerly the senior vice president for government affairs at the Entertainment Software Association (ESA) where he oversaw federal and state government relations operations for the \$21 billion U.S. video game industry. He also 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 legislative challenges to the industry's creative expression and distribution model.

## **Alan Lewis**

### **Vice President, Corporate Communications and Public Affairs, Take-Two Interactive Software**

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.

## **Amy Morhaim**

### **FORMER VP, BLIZZARD**

Amy's two decade career in gaming includes leadership roles in publishing, marketing, and operations. During her ten years at Blizzard, she was instrumental in helping the company become a globally recognized leader in games and esports. As Head of Esports, she led the team that pioneered domestic and global growth of esports. She was previously Director of Business Operations for World of Warcraft in China, Director of International Operations, and Global Head of Business Operations for StarCraft and Heroes of the Storm. Before joining Blizzard, she was VP of Publishing for Sierra Online, a division of Games. In 2018, Amy was named to the A100 list of Asian Americans with the most transformative impact on culture across all industries.

## **Leo Olebe**

### **GLOBAL DIRECTOR, FACEBOOK GAMING**

Leo leads the global Games business at Facebook. Leo has been in games more than 20 years, with experience ranging from launching AAA mobile, console and online games to advising developers and start-ups. His work includes major brands like Star Wars and Marvel at companies like BioWare, EA, Disney, Warner Bros., Sierra Online (now Activision Blizzard), Zynga, and Kabam.

## **Stanley Pierre-Louis**

### **President + CEO, Entertainment Software Association (ESA)**

Stanley Pierre-Louis was named CEO of the Entertainment Software Association (ESA) in May of 2019, and was chosen for his extensive entertainment, law, and policy expertise, having joined the ESA as General Counsel in May 2015. As CEO, Stanley leads ESA's public policy efforts to showcase the dynamic impact the video game industry has on business,

entertainment, and culture. Stanley has managed copyright litigation and IP strategy for Viacom Inc. and the Recording Industry Association of America.

## **Brooks Tanner**

### **Independent Consultant**

Brooks Tanner has over 20 years experience as an investment banker at 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 a founding board member of the Brooklyn Urban Garden Charter School, and is a graduate of Williams College and Harvard Business School.

## **Ava Zydor**

### **President, Seventh Reach Media**

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 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.