ADVISORY BOARD

Donnetta Campbell developed and conducts a powerful "peer-to-peer" influencer leadership eco-system fueled by over 150 top leaders and influencers that offers clients an influential reach into social's key networks. Her work has generated over 3.6 billion hashtag impressions to date for over 200 personal brands, social media campaigns and over a 100 events since 2014. In 2015-16 she educated Senior Executives in panels and workshops including #SMWnkd2015, Oxford Universities Power Shift Forum and in 2016 will be presenting at the following events: "Women In Strategy Summit NYC," Georgetown University's #PowerShiftForum with MastercardWorldwide Center For Inclusive Growth. Donnetta's Social Media Week 2016 #DisruptSocialSMW Session with Google's Head of Strategy for Agencies and Brands Abigail Posner, was recently chosen as the #1 must see event for #SMW16 "The 4 Must-See Events at Social Media Week 2016 NYC | Simply Measured." Donnetta advises many of the leading global agencies and is founder of TheSocialArchitects.co. Current clients include EY Human Capital Leadership, Nasdaq, Google and global agencies from Interbrand to Weber Shandwick. The Harry Walker Agency, TechWeekNYC, NYCFC, The Gaurdian, Oxford University and the United Nations.

Brian Crecente is a founding editor and executive editor for Polygon and syndicated columnist based in New York City. Former editor in chief of and writer for video gaming blog Kotaku, Crecente writes Good Game, a weekly gaming column, for McClatchy-Tribune News Service. Prior to becoming a full-time gaming journalist, Crecente was an award-winning police reporter for 12 years at major dailies around the country where he covered everything from wild fires and daily crime to the contested presidential election and serial killers. Crecente has written about video games since 2000. His work has appeared in The Guardian, Paste, Variety, Stuff, Wired, NPR and MSNBC, as well as several U.S. newspapers and publications in the UK and Portugal. He has also appeared on national TV and radio and has been quoted in newspapers both in the U.S. and abroad. Crecente was named one of the 20 most influential people in the video game industry over the past 20 years by GamePro in 2009 and one of gaming's Top 50 journalists by Edge in 2006. He also sits as a judge on several national and international video game award panels and has moderated panels at UCLA, the Smithsonian and spoken at a number of conferences.

Drew Davidson is a professor, producer and player of interactive media. His background spans academic, industry and professional worlds and he is interested in stories across texts, comics, games, and other media. He is the Director of the Entertainment Technology Center – Pittsburgh at Carnegie Mellon University and the Editor of ETC Press.

Tracy Fullerton, chair of USC Interactive Media & Games Division, is a game designer, educator and writer with 15 years of professional experience. She was previously an Associate Professor and Chair of the Interactive Media & Games Division of the USC School of Cinematic Arts where she is Director of the Game Innovation Lab. Tracy is the author of *Game Design Workshop: A Playcentric Approach to Creating Innovative Games*, a design textbook in use at game programs worldwide. Recent credits include faculty advisor for the award-winning student games *Cloud, flOw, Darfur is Dying* and *The Misadventures of P.B. Winterbottom*, and game designer for *The Night Journey*, a unique game/art project with artist Bill Viola. Prior to joining USC, she was president and founder of the interactive television game developer, Spiderdance Inc. Tracy's work has received numerous industry honors including an Emmy nomination for interactive television and Time Magazine's Best of the Web.

Dr. James Paul Gee is the Mary Lou Fulton Presidential Professor of Literacy Studies at Arizona State University. He is a member of the National Academy of Education. His book *Sociolinguistics and Literacies*(1990, Third Edition 2007) was one of the founding documents in the formation of the "New Literacy Studies", an interdisciplinary field devoted to studying language, learning, and literacy in an integrated way in the full range of their cognitive, social, and cultural contexts. His book *An Introduction to Discourse Analysis* (1999, Second Edition 2005, Third Edition 2011) brings together his work on a methodology for studying communication in its cultural settings, an approach that has been widely influential over the last two decades. His most recent books both deal with video games, language, and learning. *What Video Games Have to Teach Us About Learning and Literacy* (2003, Second Edition 2007) argues that good video games are designed to enhance learning through effective learning principles supported by research in the Learning Sciences. *Situated Language and Learning* (2004) places video games within an overall theory of learning and literacy and shows how they can help us in thinking about the reform of schools. His most recent books are *Good Video Games and Good Learning: Collected Essays* (2007); *Woman as Gamers: The Sims and 21st Century Learning* (2010) and *Language and Learning in the Digital World* (to appear), both written with Elizabeth Hayes. Prof. Gee has published widely in journals in linguistics, psychology, the social sciences, and education.

Alan Gershenfeld is founder and President of E-Line Media, a publisher of digital entertainment that engages, educates and empowers. Prior to E-Line, Alan was CEO of netomat, a leader in mobile-web community solutions. netomat originated as network-based art project and was selected as a Technology Pioneer at the 2007 World Economic Forum at

Davos. Before netomat, Alan was member of the executive team that rebuilt game publisher Activision from bankruptcy into an industry leader. As Senior Vice President of Activision Studios Alan oversaw titles such as *Civilization: Call to Power, Asteroids, Muppet Treasure Island, Spycraft, Pitfall, Zork* and *Tony Hawk's Pro Skater*. Before Activision, Alan worked as a filmmaker and writer. Alan currently serves on the Board of FilmAid International and on the Advisory Boards of Creative Capital, Global Kids, We Are Family Foundation, Startl and the Joan Ganz Cooney Center (Sesame Workshop). He is also former Chairman of Games for Change.

Dr. Idit Harel is CEO and founder at Globaloria, a learning network that teaches fifth to 12th graders computer programming and educational game making. An Israeli-American entrepreneur known for her edu-tech innovations, she has pioneered the use of new-media technology for cultivating creative learning, innovation, and globalization through constructionist learning theory since the 1980s. She is a published author and speaker worldwide, and has been serving on advisory boards and committees at the MIT Media Lab, Harvard Graduate School of Education, CUNY Macaulay Honors College, Colorado University's ATLAS Institute, PBSKids Next Generation Media, MEET in Israel, TIG in Canada, ECNU, and Saybot in Shanghai. Idit is a former competitive gymnast on Israel's national modern gymnastic team, professional dancer, proud mother of three, and holds degrees from Tel Aviv University, Harvard University, and MIT Media Lab.

Barry Joseph is the Associate Director for Digital Learning at the Museum of Natural History, and holds a BA from Northwestern University and an MA in American Studies from New York University. Formerly, Barry was Director of the Online Leadership Program at Global Kids. Barry came to Global Kids in 2000 through the New Voices Fellowship of the Academy for Educational Development, funded by the Ford Foundation. He has developed innovative programs in the areas of youth-led online dialogues, video games as a form of youth media, the application of social networks for social good, the educational potential of virtual worlds like*Second Life*, the educational application of mobile phones and alternative assessments models, and more, always seeking to combine youth development practices with the development of high profile digital media projects that develop 21st Century Skills and New Media Literacies. Barry speaks frequently around the country at conferences and leads professional development trainings for a wide variety of educational, civic and cultural institutions and published articles in a wide variety of publications. He is one of the co-founders of Games For Change.

Michael Levine is the founding director of the Joan Ganz Cooney Center at Sesame Workshop, an action research and innovation lab devoted to harnessing the potential of digital media to advance young children's learning and healthy development.   Prior to joining the Center, Dr. Levine served as Vice President of New Media and Executive Director of Education for Asia Society, managing the global nonprofit's interactive media and educational initiatives to promote understanding of Asia and other world regions, languages and cultures. Previously, Dr. Levine oversaw Carnegie Corporation of New York's

groundbreaking work in early childhood development, educational media and primary grades reform, and was a senior advisor to the New York City Schools Chancellor, where he directed dropout prevention, afterschool, and early childhood initiatives. Dr. Levine serves as an informal adviser to the White House, the U.S. Department of Education, PBS and the Corporation for Public Broadcasting, and writes for policy-oriented groups such as the National Governors Association, Democracy Journal and Education Week. He was named by Working Mother magazine as one of America's most influential leaders in shaping family and children's policy and serves on numerous nonprofit boards and advisory councils, including the Forum for Youth Investment, Teach For America, the US Department of Agriculture's Healthy Apps Challenge, and Talaris Institute.

Cara Mertes is currently the director of the Ford Foundation's JustFilms program, which has supported more than 80 documentary films in its first three years. She previously served as director of the Sundance Institute Documentary Film Program, overseeing the activities of the Documentary Film Program and Fund, including granting between $1 and $2 million per year to independent documentarians globally, directing three Creative Documentary Labs at Sundance Resort, supporting documentary programming and panels at the Sundance Film Festival and the Sundance Independent Producers Conference, curating work-in-progress screenings with partner organizations and other initiatives of the DFP. In 2008, she inaugurated STORIES OF CHANGE: Social Entrepreneurship in Focus Through Documentary, a $3 million, 3 year partnership between the DFP and the Skoll Foundation which will fund up to10 films on social entrepreneurs meeting today's global challenges. The DFP also launched DocSource at www.sundance.org/docsource, a website connecting independent documentary filmmakers and human rights stakeholders worldwide. Mertes was previously Executive Director of American Documentary, Inc. and Executive Producer of P.O.V., PBS's acclaimed independent documentary showcase from 1999-2006, where she was recognized with eight Emmy Awards, three George Foster Peabody awards, two duPont-Columbia Awards and three Academy Award nominations, most recently as Executive Producer for *Nerakoon: Betrayal*. Mertes is Executive Producer of over a dozen independent documentaries, including: *Street Fight*; *My Country, My Country*; *Boys of Baraka*; and *Two Towns of Jasper*. She was the creator and Executive Producer of P.O.V.'s original online showcase, P.O.V.'s Borders, winning a Webby Award, Batten Journalism Award, On-Line Journalism and Parent's Choice Award.

Subhi Quraishi is Chief Executive Officer of ZMQ Software Systems, which was created in 1998. He is the founding partner of ZMQ with his twin brother, Hilmi. Subhi has done his doctorate in Educational Technology with specialization in Gaming, Simulations and Human performance solutions from Georgian Technical University (former USSR). Subhi is an innovator in the field of educational technology, and has created numerous innovative solutions to entertain and educate. He also heads House of Learning, a social initiative program of ZMQ Software Systems, which develops world-class learning and edutainment solutions for semi-literates, underprivileged, physically handicapped and out-of-school children on wide variety of technologies from Internet based community learning systems, Intranet based closed net learning to stand-alone learning. In January 2009, ZMQ, under his

leadership, established an independent center for excellence–Mobile 4 Development at Manesar, Gurgaon in India. The lab will develop scalable and replicable projects in mobile and Information Technology for social development in the areas of Education, Skill Development, Poverty alleviation, Global Health and fighting diseases like HIV/AIDS, TB and Malaria and Disaster Management using Educational Technology. Subhi was the prime architect of *Freedom HIV/AIDS program*. It is the largest social awareness program using technology for the developing world. The initiative started with four mobile phone games on HIV/AIDS awareness and presently has over forty mobile games on variety of health issues. The games on HIV/AIDS have reached to over 16.1 million users.

Dave Rejeski works at the Woodrow Wilson International Center for Scholars in Washington, DC, where he is the Director of the Foresight and Governance Project and the Project on Emerging Nanotechnologies, a partnership between the Wilson Center and the Pew Charitable Trusts. In 2002, he helped launch the Serious Games Initiative and in 2003, Games for Change. He has been a Visiting Fellow at Yale University's School of Forestry and Environmental Studies and an adjunct affiliated staff member at RAND. From 1994 to 2000, he worked at White House Council on Environmental Quality and the White House Office of Science and Technology (OSTP) on a variety of technology and R&D issues. Before moving to OSTP, he was head of the Future Studies Unit at the Environmental Protection Agency. He sits on the advisory boards of a number of organizations, including the Environmental Protection Agency's Science Advisory Board; the National Science Foundation's Advisory Committee on Environmental Research and Education; the Committee on Science, Engineering and Public Policy of the American Association for the Advancement of Science (AAAS); the National Council of Advisors of the Center for the Study of the Presidency; the Journal of Industrial Ecology, the Greening of Industry Network, and the University of Michigan's Corporate Environmental Management Program. He has graduate degrees in public administration and environmental design from Harvard and Yale and a degree in Fine Arts from the Rhode Island School of Design.

Susana Ruiz is a media artist and scholar working in the intersections between game design, documentary, computational art, and civics. In partnership with mtvU and a team of socially conscious collaborators, Susana developed the multiple-award winning game *Darfur is Dying*. She is a co-founder of the game design collective Take Action Games, which seeks to address critical social issues via innovative gameplay. Their game *RePlay: Finding Zoe/ReJouer: Où est Zoé?* produced in collaboration with the Metropolitan Action Committee on Violence Against Women and Children won several awards including the Ashoka Changemakers global competition "Why Games Matter: A Prescription for Improving Health and Health Care," and the Adobe MAX Award for Social Responsibility. Susana presents at numerous media and academic venues and has been interviewed by major news outlets including The New York Times, NPR, TIME, and ABC World News. She received a BFA from The Cooper Union for the Advancement of Science and Art and an MFA from the University of Southern California, where she is currently pursuing doctoral work.

Suzanne Seggerman is an award-winning non-profit leader and public speaker, with a long career dedicated to helping people and causes across a variety of media and platforms. Currently based in Kenya, Africa, Suzanne is a Strategic Planner at the Hawker's Market Girls Center, a school for girls from the slums of Nairobi. Before moving to Kenya, Suzanne was co-founder and former president of Games for Change, which she led for six years, becoming the catalyzer and primary voice for a new movement. She has been featured as an expert in national and international press and has given talks or keynotes at around the world, including at Sundance, Global Contents Forum Seoul, SXSW, PopTech, TEDx, and Harvard Human Rights. Suzanne has also served as an advisor, juror, and invited expert on a wide variety of social impact projects including the White House's Innovations for Healthy Kids Challenge, Microsoft's Imagine Cup, Scholastic Art and Writing Awards, the Knight Foundation's News Game Awards, and many others. She is also the co-founder of PETLab, a design and research lab for public interest and educational media at the New School, launched with the support of mTV and the MacArthur Foundation. Before Games for Change, Suzanne worked in documentary film, including as Production Manager on the Ken Burns/Stephen Ives PBS series, "The West." Suzanne is a proud volunteer for Visiting Neighbors and is also a nationally-rated Scrabble player.

Benjamin Stokes co-founded Games for Change, and served as a co-director until 2007. He is currently an Assistant Professor at American University, where he teaches and designs civic media with the AU Game Lab. Benjamin received his PhD at the Annenberg School for Communication at USC, where he investigated how digital media foster civic engagement, informal learning and activism. Previously, Benjamin served at the MacArthur Foundation as a program officer in their portfolio on Digital Media and Learning. He has taught at UC Berkeley in their School of Information. At the nonprofit NetAid, Benjamin led a design team that reached more than 150,000 youth in the fight on extreme poverty with games and e-training. At the ProQuest/Bigchalk educational publishers, Benjamin produced virtual field trips and research tools for their network of more than 43,000 high schools. His undergraduate research was in nanophysics, and he has also studied in Senegal at the University Gaston-Berger.

Dan White is a founding partner and Chief Product Officer at Filament Games, an educational game design and development studio in Madison, WI. Founded in 2005, Filament's 20 title portfolio includes a diversity of STEM, literacy, and civics education games developed for clients such as National Geographic's JASON Science and Sandra Day O'Connor's *iCivics*. Dan's principal responsibilities include: process management, business development, strategic and financial planning, outreach, and client relations. Dan holds a BS in communication technologies from Cornell University and an MS in educational communications and technology from the University of Wisconsin – Madison. Prior to founding Filament, Dan designed instructional technologies at the UW Division of Information Technology and the Academic ADL Co-Lab. Prior to that he served as production/art lead on the Cornell Theory Center's NSF-funded SciCentr project, a series of online virtual worlds created for informal science and technology outreach.

Dan serves on the advisory board for Games for Change and is a founding member of the GLS (Games Learning Society) organization at UW – Madison. Dan's prime professional directive is to deliver game experiences that broaden perspectives, educate, and spark inspiration.

Eric Zimmerman is an independent game designer and scholar; he is currently an arts professor at the NYU Game Center. Zimmerman has been working in the game industry for more than 16 years, creating award-winning games both on and off the computer. He is the co-author of *Rules of Play* (MIT Press, 2004) with Katie Salen, the definitive textbook in the field of game design and has been teaching game design since 1995. Zimmerman's career highlights include Gamelab, a NYC-based game development studio he ran for nine years. Co-founded with Peter Lee, Gamelab created innovative games including the blockbuster hit *Diner Dash*. Gamelab spun off two successful companies: Gamestar Mechanic, an online site funded by the MacArthur Foundation that lets kids create games; and the Institute of Play, a nonprofit initiative that looks at the intersection of games and learning and which recently launched Quest to Learn, a New York City school using play as the model for learning. Prior to Gamelab, his game design work included the critically acclaimed *SiSSYFiGHT 2000* and the PC title *Gearheads*.