

JOSE ERAZO JR.

2170 Cruden Bay Way • Gilroy, CA 95020 • Phone: (408) 401-2893 • Email: jerazo@genplay.com

Management

Startup Up Experienced • Emerging Markets • Social & Viral Marketing • Management

Executive with operational experience, domestic & international market, and product development, P&L, in startup organizations, results oriented with proven success with track record of increasing sales. User and customer focused, bottom line driven and thriving under demanding environments.

Core Competencies

- Visionary Leader
 - Forward Thinker
 - Negotiator
 - Key Partnership Developer
 - Organizational Structuring
 - Start up experience
 - Social Marketing
 - Sales Forecasting
 - Budget and P&L
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PROFESSIONAL EXPERIENCE

GENPLAY GAMES INC. – SAN JOSE, CA

2007 - 2011

CEO and President

As the founder and visionary, I provided the initial corporate leadership, structure and build the core team. I developed business plan and secured \$1M funding to launch company, established key relationships with major clients in the industry, with customers such as Namco, Sega, EA, Bandai, Capcom, ESPN, River Deep and many others.

Key Accomplishments

- Grew company revenue from \$0 to \$2M in the first year.
- Generated over \$20M in sales through the carrier/distribution channels.
- Built a team of 50 employees

Key Duties

- Created the contract agreements, negotiated and closed deals with publishers and many other distribution channels.
- Managed company daily operations a total of 50 people including a Business Development, Sales, Marketing, Product Development, QA, Distribution, and Administration teams.
- Created corporate policy documentation, development process and sales analytics for the company.
- Organized and administered weekly management meetings, monthly company status meeting and quarterly board meetings.
- Was responsible for building up team and the key hires.
- Created the strategic plan for the games pipe line being developed for the client and for GenPlay.

♦♦ Continued ♦♦

Studio Manager and COO

2003 - 2007

At the initial stage at GenPlay I held the positions of product manager and COO. I managed both internal and external product pipeline and was also responsible for marketing the product. I established relationship with Korean investors and game developers.

Key Accomplishments

- Negotiated and closed a seed and series A investment round of \$1M.
- Created the Pool Pro franchise with over \$5M in sales and growing.
- Developed 19 games
- Created and refined the development process

Key Duties

- Produced, facilitated production status and reporting meetings.
- Managed the relationship and communication with corporate partners.
- Created designs for localizing Japanese and Branded games to mobile devices.
- Managed the development process, coordinated marketing efforts until product was released to the market place.
- Was also involved in researching best 3rd party API implementation
- Prepared content, materials for publisher and distribution channel submissions.
- Implement and enforce publisher guidelines into development process.

Business Development and Sales and Marketing

In the startup phase of the company I was the initial sales force bringing in new accounts and responsible for building up revenue and was one of the primary marketers until we received funding and was able to build a marketing department.

Key Accomplishments

- Closed over \$2M in development and sales contracts.
- Build a sales and Marketing team.

Key Duties

- Responsible for bottom line sales and P&L
- Implemented marketing strategies and statistical tracking mechanisms into games.
- Analyze data and metrics to improve game play and micro transaction acquisition.
- Was involved in the strategic product and marketing planning for the games being developed for the client and for GenPlay.
- Evaluated product acquisition and analyzed data to improve designs and sales.
- Created proposal, power point presentations and sales presentations to acquire new publishing partners and distribution channels.
- Prepared marketing material, short and long descriptions, marketing materials and coordinated tradeshow graphics and print material.
- Designed website for casual games portal

MIDWAY ENTERTAINMENT – MILPITAS, CA

1996 - 2003

Sr. Staff and Art Lead

Key Accomplishments

- On several projects, was able to reduce the art development time by 50%.
- Won two major awards at E3 trade show. (Wayne Gretzky's Hockey, SF RUSH)
Resulting in \$90M of games sales.

Key Duties

- Created metrics to improve best product quality, cost and delivery.
- Hired and managed a small team of artists and animators of 8 people.
- Developed games using with Motion Capture Systems, 3D modeling, 3D animation

TIME WARNER INTERACTIVE
Designer and Sr. Art Lead

1994 - 1996

Key Accomplishments

- Building up a successful brand and franchise for the RBI, Virtual Racing brand
- The product I worked on was the most successful in the company generating \$100's of millions in sales.
- Built up an art staff from 2 artist to 8

Key Duties

- Interview new staff and hire
- Created all the art work for franchise sports product line and brand with RBI, Virtual Racing brand for Sega & Nintendo platform.
- Virtual Racing created UI, Menus, Rewards, HUD art.

TENGEN GAMES – SAN JOSE, CA
Lead Animator and Artist

1992 - 1994

Key Accomplishments

- Managed the design, art and animation for one of the top selling games for Tengen
- RBI series was the most popular game series in Tengen's history

Key Duties

- Created baseball fields for every baseball park and team
- Created player uniforms and player animations
- Created UI and screen art
- Special Effects and Rewards

SKILLS

Software and Tools on PC

- Excel, PPT, MSProject, OneNote, MSWord, Adobe Acrobat Pro, Adobe Image Ready, Adobe CS.
- Photoshop, Adobe Illustrator, Adobe Premiere, Maya 3D, HTML, and CSS.

TRAINING

EDUMobile – Training on iPhone/iPad OS development	Oct 2011 – In process
Entrepreneurial Boot Camp	Jan 2010 – Mar 2010
ITS – E Marketing Training SEO	Sep 2009 – Nov 2009
PMI – E Commerce Training, online sales and business	Sep 2009 – Nov 2009
Pandora - Web 2.0/3.0 Boot Camp	Feb 2009 – Feb 2009
Maya 3D - Training Courses	2000 - 2005
Photo Shop - Training Courses	1996 - 2011

EDUCATION

Thomas Edison College , New Jersey, - BA Business	In process
DeAnza College	Fall 1990 – Fall 1991
Mission College,	Fall 1988 – Fall 1990

Over 30 titles shipped on various platforms and 100's of mobile devices world wide.

Stackum – Vegas 21 – Video Poker Online – Club Dominoes – Pool Pro Online 1 and 2 – Muncher – Viral Attack – T-Mac Streeball – Pac Man Bowling – Galaga – Sonic Jump – Maria Sharapova Tennis – Rally X – Mr. Doo's Circus – Crash Bandicoot Twin Insanity – Donkey Kong Mario Brothers Mrs. Pacman – Rush 2049 – SF Rush – Gretzky's 3D Hockey – Virtual Racing – RBI Baseball II, III, IV – Dick Vitale's College Hoops – Dragons Revenge – Death Duel – Road Riot – Pit Fighter – Steal Talons and many more...