

# MARK GOODRICH

## SENIOR BRAND & CONSUMER PRODUCT MARKETER

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Experienced senior marketer with a demonstrated history of working with both retail and digital consumer products in the computer games industry. Skilled in brand strategy, product marketing, new product launch, brand licensing, creating 360° advertising campaigns, digital & online marketing, social media, and marketing research & analytics. Strong marketing professional with an undergraduate degree from Duke University and an MBA from UC-Berkeley's Haas School of Business.

## EXPERIENCE

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### KOCH MEDIA AMERICAS:

#### Vice President, Marketing & Communications

March 2018 – Present

- Vice President of marketing & communications for Koch Media in the Americas, the video game publishing label and third-party distributor for Embracer Group. Responsible for all product marketing and product management in the Americas on such franchises as Metro, Dead Island, Saints Row, F1, Hot Wheels, Maneater, and many more.

### WARGAMING AMERICA: Senior Marketing Manager

June 2014 – March 2018

- Led product marketing at Wargaming America for multiple titles over the course of my tenure, including: World of Warships, World of Tanks PC, World of Tanks Blitz (Mobile), and Master of Orion.
- Managed own marketing team and all aspects of product marketing for these titles while working cross-functionally with all functional product teams: development, media planning, PR, community, creative services, customer service, and finance.
- Led product marketing at Wargaming America for four major titles, and drove marketing and player acquisition from alpha in early 2015 to present, resulting in +1.8MM registered players, +\$65MM in revenue, +560K Facebook followers, +63K Twitter followers, and +136K YouTube channel subscribers generating +40MM video views.
- Directed North American customer relationship management team while rolling out new player communication on-boarding process and improving overall new player retention and monetization.
- Led marketing research to define current user profiles to find new sources of player acquisition.

### 2K SPORTS: Senior Marketing Manager

October 2005 – June 2014

- Led all marketing functions and managed all agencies and internal resources for the NBA 2K, College Hoops, Top Spin, All-Pro Football and Don King's Prizefighter video game franchises; this includes but is not limited to campaign creative, packaging, PR, community, traditional media, social media, retail marketing, marketing research, and budgeting.
- Managed NBA marketing team along with +\$10MM marketing budgets for the NBA 2K franchise for 5 years, selling +17 million units worldwide of NBA 2K9 through NBA 2K13.
- Grew NBA 2K franchise by +300% from NBA 2K9 to NBA 2K13, up +20% in the last year alone.
- Executed partnership deals with world renowned brands such as the NBA, Nike, adidas, Under Armour, ESPN, Pontiac, Spalding, Gatorade, Sprite, T-Mobile, Sprint, Microsoft, Sony, and Nintendo.
- Negotiated and executed contracts with top sports agents and athletes, worked closely with such athletes as Michael Jordan, Magic Johnson, Kobe Bryant, Kevin Durant, Kevin Garnett, Derrick Rose, Jerry Rice, Don King, Blake Griffin, Serena Williams, and many more - while also maintaining strong relationships with professional sports organizations like the NBA, NCAA and ATP.
- Executed numerous live events at such venues as NBA All-Star Weekend, the NCAA Men's Final Four, the 2K Sports Classic preseason college basketball tournament in Madison Square Garden, and multiple NBA 2K launch parties in Manhattan in such spaces as Jay Z's 40/40 Club.
- Developed marketing and live-ops plans with Tencent in China on a Chinese specific NBA MMO, NBA 2K Online, being developed jointly with 2K China.

- Developed & executed marketing plans for both premium and freemium mobile games across all 2K brands while working closely with Apple and Google to maximize app awareness.
- Drove user acquisition by maximizing marketing spend efficiency and driving CPI costs down using such technologies as TapJoy, AdTheorent and AdX.
- Negotiated contracts with +40 worldwide auto manufacturers for premium mobile game, 2K Drive.

#### **UBISOFT: Marketing Manager**

**December 2002 – October 2005**

- Drove product marketing for numerous retail packaged goods titles for consoles, handhelds and PC.
- Developed and executed all aspects of the post-launch acquisition and retention marketing plan for massively multiplayer online game, Shadowbane; also responsible for maintaining and tracking the ongoing marketing budget for the product.
- Key stakeholder in the development of product positioning and strategic marketing plans for two other massively multiplayer online games, Uru: Ages Beyond Myst, and The Matrix Online.
- Managed the email marketing strategy for all of Ubisoft in North America; executed all marketing research and analysis for ubi.com.

#### **ELECTRONIC ARTS: Marketing Manager**

**September 1998 – October 2001**

- Developed business strategies for EA Sports online gaming initiatives.
- Coordinated and executed EA Sports online marketing initiatives including EA Sports email campaigns, contests, prize fulfillment and site content.
- Performed marketing research and analysis for EA Sports online group.
- Prepared email marketing plan and developed a model for measuring the ROI of EA's email campaigns; this model accounted for both direct online sales as well as indirect retail channel sales and demonstrated that EA's email campaigns deliver 40-100X ROI.
- Developed online loyalty program and strategy for EA.com.
- Modeled new business initiatives for EA Online as a senior analyst for EA's executive team, while also researching and analyzing key marketing and financial data and preparing board reports.

#### **ANDERSEN CONSULTING (ACCENTURE): Senior Consultant** **August 1992 – June 1996**

- Strategized, designed, and built computer systems solutions for Fortune 500 companies.

### **EDUCATION**

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#### **UC-BERKELEY'S HAAS SCHOOL OF BUSINESS: MBA, 1998**

MBA Association, Vice President of Social Affairs; Editor, HaasWeek On-line; Technology Venture Club

#### **DUKE UNIVERSITY: BA, Economics & Political Science, 1992**

Men's Crew Team; Senior Class Officer

### **VOLUNTEER WORK**

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#### **ROSS VALLEY LITTLE LEAGUE: Board Member & Head Coach, 2013 – Present**

- Little league baseball coach since 2013; board member since 2016.

#### **YOUTH BASKETBALL COACH: Head Coach, 2013 – Present**

- Head coach for various leagues: Ross Recreation, Next Level, and St. Sebastian's CYO.

#### **KENTFIELD INVESTS IN KIDS (KIK): Board Member, 2013 – 2016**

- School foundation responsible for raising funds from the community to augment district budget.
- Executive Board Member, 2014 – 2015; led Annual Giving Team that raised +\$1.2MM in fundraising for the Kentfield School District, almost 10% of school's annual budget.