

# MICHAEL BROZMAN

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## PROFESSIONAL EXPERIENCE

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### JAM CITY, INC., San Francisco, CA

2017 - Current

#### *VP, Product Management (2019 - Current)*

Responsible for product management and financial performance of SF Studio – a portfolio of 3 in development & 8 active games generating 9-figures in revenue per year

- Lead and mentor team of 8 Product Managers to drive results across the portfolio
- Responsible for defining and holding team accountable to KPI targets, product strategy directives and execution plans
- Work cross-functionally with department leads to continuously improve structure and processes

#### *Sr. Director of Product Management & Game Director - "Harry Potter: Hogwarts Mystery" (2017 - 2019)*

Vision holder and product lead throughout development cycle (both pre and post-launch) for "Harry Potter: Hogwarts Mystery", a top #5 grossing game in over 50 countries that generated over \$140M in revenue within its first year (per publicly available sources).

- Responsible for all aspects of product during game's development (pre-soft launch through live operations) with full P&L responsibility
- Lead business strategy across a large cross-functional team for Hogwarts Mystery franchise, including new strategic opportunities, brand management, and user acquisition initiatives
- Doubled LTV from soft launch through a combination of innovative features, optimizations, and live operations
- Manage relationships with both internal and external stakeholders to drive strategic business operations

### STORM8 STUDIOS, INC., Redwood City, CA

2014 - 2017

#### *Director of Product Management (2016 - 2017)*

Led Storm8's "Invest-Express" vertical – a portfolio of 10-15 live or in development Simulation/Strategy games

- P&L responsibility for vertical and responsible for all facets of product growth strategy and implementation
- Lead team of product managers – providing both initial training and continued mentorship
- Exceeded revenue targets for 9 straight months by focusing on analytically based AEM (acquisition, engagement, and monetization) optimizations
- Doubled daily installs across multiple titles through combination of improved marketing messaging and creatives, UA targeting optimizations, and app store optimizations (all validated prior to full release with A/B testing)
- Reduced overall player churn (15% decline) by focusing on developing persistent and highly engaging gameplay features
- Drove 20% increase in portfolio ARPU with event and sale optimizations, enhancements to overall content cadence, and meticulous economy management

#### *Lead Product Manager (2015 - 2016)*

Full ownership of product vision and revenue strategy across multiple titles: "Dragon Story"; "Castle Story"; "Fantasy Forest Story"

- Led 25 person cross-functional team consisting of engineers, artists, designers, and UI
- Ran day-to-day live operations, directing tuning and cadence for all in-game events, growing revenue by 40% q/q

### KABAM, INC. (Later sold to Netmarble), San Francisco, CA

2013 - 2014

#### *Senior Product Manager & Game Lead (2014)*

Full ownership of product vision and revenue strategy across multiple titles: "Kingdoms of Camelot"; "Dragons of Atlantis"; "The Godfather: Five Families"

- Lead 2 separate 20-25 person development teams encompassing multiple disciplines
- Full ownership over product roadmap & revenue strategy that exceeded company financial targets every month

#### *Senior Product Manager (2013)*

Supported Alpha through post-WW launch for "Heroes of Camelot"

- Responsible for planning pre-launch game optimizations of top 50 grossing mobile game, including pricing and difficulty variables which yielded substantial retention and revenue lift in beta split tests
- Conducted several A/B tests to determine optimal beginner's package, resource allocation, and card seeding
- Data analyses using key metrics for insight into payer churn, LTV analysis, user acquisition/channel optimization, and funnel optimization (acquisition, retention, and monetization)

**ELECTRONIC ARTS, INC.,** Redwood City, CA

2009 - 2013

*Business Affairs & Strategic Operations Sr. Manager (2012 - 2013)*

Strategy and commercial lead for EA Partners, the business unit of EA responsible for managing worldwide co-publishing and distribution activities with independent developers

- Lead efforts on driving new business opportunities – conducted due diligence, aligned stakeholders, and drive execution
- Model and evaluate both incoming and existing deals by combining extensive statistical analysis with deep industry knowledge and analysis
- Collaborate with internal legal team and external partners on negotiating and reviewing term sheets, long-form contracts, and subsequent amendments
  - Led or supported negotiations and execution of more than 20 titles, including titles from tent-pole franchises (Crysis, Rock Band, Portal, Left4Dead), new HD IP (Titanfall, Fuse from Insomniac), and social titles (Outernauts)

*Finance Manager (2011 - 2012)*

*Finance Sr. Analyst (2009 - 2010)*

- Managed FP&A activities for over 20 full HD games, 6 D2C titles, and 3 free-to-play offerings
- Involved in all stages of title acquisition through ship - initial assessment of financial viability, contract review, operational coordination, and execution

**GCA SAVVIAN ADVISORS, LLC (Investment Bank),** San Francisco, CA

2006 - 2009

*Sr. Analyst, Investment Banking*

- Lead analyst responsible for the execution and analysis of a broad range of mergers and acquisitions and private placement assignments with a focus on technology and digital media companies
- Extensive experience in building financial models and data analysis

## **EDUCATION**

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**UNIVERSITY OF PENNSYLVANIA, WHARTON SCHOOL,** Philadelphia, PA

- Bachelor of Science in Economics
- Concentrations in Finance, and Insurance and Risk Management, Minor in Economics