

VISHAL AASDHIR

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SUMMARY

- Multiplatform Free-to-Play game management experience spanning multiple genres including Casual, Arcade, FPS, and RPG
- Analytic business and gaming professional driven by providing players with engaging, player-first experiences
- Quick learner with a formal interest in people management and peer development
- Highly adaptable and a creative problem solver with experiencing leading live and launch operations

EMPLOYMENT HISTORY

King (an Activision Company), Seattle, WA, USA

November 2013– Present

Principal Product Manager

- Product Owner on Paradise Bay (launched Aug 2015 \$70MM lifetime bookings across 33M players and peak DAU of 2.1M)
- Increased daily ARPU by more than 40% MoM to ~\$0.16 in December 2016 by establishing live ops and merchandising focus
- Managed all aspects of the product strategy and roadmap to achieve CY16 financial and strategic goals
- Defined and continuously iterated upon product roadmap using quantitative and qualitative product trends
- Established “Metrics that Matter” framework to narrow analytical focus during release, feature, and product trend analysis
- Established life cycle management and merchandising strategy
- Established ad monetization focus and implementation strategy – currently driving a \$0.012 daily ad ARPU
- Genre Focus: Casual Resource Management/Economy Simulation Games

PopCap Games (an Electronic Arts Studio), Seattle, WA, USA

November 2013– November 2015

Manager, Game Product Management (promoted from Senior Product Manager II)

- Promoted into a dual-focused role managing the Live Services PMs and jointly managing the live service business strategy
- Lead in establishing the Live Services business unit with a focus on business optimization and life cycle for all live products
- Lead in establishing the ad monetization strategy for PopCap by proving ad revenue concepts in Bejeweled and Peggle Blast
- Directly contributed to PopCap bottom line through micro-transaction and ad revenue optimization across multiple titles
- Title Focus: Bejeweled Blitz, Plants vs. Zombies, Soft Launch titles and Portfolio of Legacy Games
- Genre Focus: Free to Play Social and Mobile Casual Games

Glu Mobile, Bellevue, WA, USA

March 2013–November 2013

Senior Product Manager

- Product Manager across live and launch operations including Deer Hunter 2014 – one of 2013’s top mobile free to play titles
- Created the event content strategy for Deer Hunter 2014 resulting in a multimillion dollar opportunity for the business
- Lead the development of multiple AEM features to improve product KPIs on Samurai vs Zombies and Deer Hunter franchise
- Genre Focus: Free to Play Mobile Arcade Shooter and Defense Games

Aeria Games & Entertainment, Santa Clara, CA, USA

July 2011– February 2013

Producer

- Promoted to Producer responsible for three games with three direct reports; prior experience leading multiple action games
- Utilized metric and trend analysis to propose new features and optimize operations for live and launch games
- Developed team members and led company-wide Excel training and Game Economy management seminars
- Genre focus: Free to Play PC MMORPG and MMOFPS Games

Non Gaming Jobs/Graduate School Work

May 2009 – May 2011

- **The Walt Disney Company**, *Graduate Associate – International Labor Standards*
- **Sony Music Entertainment**, *Licensing Intern – Global Licensing*

EDUCATION

Claremont Graduate University, Claremont, CA, USA

May 2011

Peter F. Drucker and Masatoshi Ito Graduate School of Management

Masters in Business Administration (MBA) – Concentration in Corporate Finance and Business Strategy

York University, Toronto, ON, Canada

December 2008

Atkinson College of Liberal and Professional Arts

Honors Bachelor of Human Resources Management (BHRM)