

# Tony Colafrancesco

## Director of Partnerships - The Game Show Network

Vallejo, CA - Email me on Indeed: [indeed.com/r/Tony-Colafrancesco/2d14cd000ec96bd9](https://indeed.com/r/Tony-Colafrancesco/2d14cd000ec96bd9)

Veteran business and group manager with extensive experience in partnerships, licensing, negotiation, and business strategy. Career spans a history of technology development, business and group management, with strong connections in entertainment, ad technology, e-commerce & payment systems. Seeking opportunity to apply my management and industry expertise to mutual benefit.

Willing to relocate: Anywhere

Authorized to work in the US for any employer

## WORK EXPERIENCE

### Director of Partnerships - The Game Show Network

GSN Games - San Francisco, CA - 2015 to 2017

Head of partnerships, licensing & strategy

- \* Created multiple new revenue streams and business models
- \* Assisted Marketing team with ad-network & affiliate partnerships
- \* Distribution, network and OEM partnerships (Samsung, AT&T, Verizon, etc.)
- \* Licensing of IP, brands, game titles and celebrity likenesses
- \* Management of business strategy and partnership team servicing all GSN business units
- \* Sourcing and partnerships of development studios
- \* Sourcing and partnerships for publishing and development technology
- \* Appstore relationship management (Google/Apple/Amazon/Samsung)
- \* Advised business units on game design and features to improve core KPI's (retention, LTV, etc.)
- \* Key stakeholder for major products, Social Casino, Bingo, Worldwinner, Sparcade, and publishing platform

### Senior Director of Business Development

BandaiNamco Games America - San Jose, CA - 2013 to 2015

Senior Director of Business Development & Strategy, mobile/console/PC

- \* Management of business strategy and partnership team servicing all BNGA divisions
- \* New title development, Green Light, P&L preparation
- \* Licensing inbound & outbound new titles & IP
- \* Owner of developer & publisher relations, representing BNGA at all conferences and events
- \* Pioneered partnerships with related entertainment media, including major movie & comics publishers
- \* Transitioning and educating a largely box product organization to F2P business
- \* Created revitalization strategy for major BNGA IP's, including Pac-Man & Rocket Fox

### Executive Director of Online Business

SEGA of America - San Francisco, CA - 2012 to 2013

Owner of digital publishing business for Mobile and F2P titles, in addition to managing platform development.

- \* Business owner for all Mobile & Browser F2P titles, with P&L and launch responsibility
- \* Management of Infrastructure Operations, Business Intelligence, Analytics and Production teams (50+ personnel)

- \* Led analytics and design efforts for core KPI improvement and game economy
- \* General Manager over the SEGA ID development platform & backend services division
- \* Oversaw design and requirements for all new digital titles using SEGA IP
- \* Transitioning and educating a largely box product organization to F2P business
- \* Direct reports included other Sega executives and senior managers
- \* Titles worked on: Sonic Dash, Sonic Jump, Puzzle Pirates, Spiral Knights, Kingdom Conquest 2

## **COO & CMO**

GameSamba - Everett, WA - 2010 to 2012

Acting in multiple roles to found and grow new free to play publisher & developer on a shoestring budget.

- \* Direct management of core teams, Production, Marketing, Community & Business
- \* Responsible for new game licensing, partnerships, & sponsored events to drive revenue and player acquisition
- \* Created and managed sponsored events (7-Eleven, Razr & Alienware)
- \* Overseeing mobile game development of "bridging games" that tether full virtual world to the mobile experience
- \* Launched three new MMO's in a six month timeframe
- \* Leading Business Intelligence & analytics setup, churn reduction, increasing ARPU, player win-back strategy
- \* Direct management of outgoing communication, including PR and developer relations

## **Consultant**

Private Consulting - Sherman Oaks, CA - 2009 to 2012

for this international payments gateway, representing them to publishers and developers throughout the game industry, most recently at E3 and Casual Connect shows

- \* Kongregate.com/Gamestop (San Francisco, CA), Consulting to optimize organize several teams, including support, community, fraud & payments, and localization
- \* Meteor Entertainment (Seattle, WA), Working to produce an anime series for Hawken (playhawken.com) in conjunction with Funimation Entertainment
- \* Etagrats (Harrisburg, PA), Acting as a consultant and advisor to obtain venture funding for new mobile & social games
- \* GameSamba (Everett, WA), Assisted in securing venture capital & title acquisition for new publisher
- \* Outspark (San Francisco, CA), Interim Marketing VP and consultant for one of the largest free-to-play video game publishers in North America. Responsible for new title launch and optimization of current release titles
- \* Wooworld (Montreal, QC) Consultant for online game world optimization and strategy post launch
- \* FUNimation (Dallas, TX), Game Industry Consultant and Advisor for largest anime provider in North America
- \* iQU.com (Haarlem, The Netherlands), Acted as head of business, securing more than 40 revenue generating agreements in 8 months. Also assisted EU partners with US penetration (Bigpoint & Gameforge).

## **VP Business Development and Game Integration**

PlaySpan Inc - Santa Clara, CA - 2008 to 2009

Head of Business Development for micro transactions and payment systems platform, reporting directly to the CEO.

- \* Continual management of all developer and publisher relations, both business and game management.
- \* Worked directly with many free to play publishers & developers to improve game mechanics, specifically in-game economics, character advancement, and optimization of micro-transaction marketplace
- \* Negotiated & closed more than 50 agreements with online video game and entertainment publishers, including Turbine Entertainment, THQ, Outspark, Ntreevsoft, NHN, Joymax, Gravityus, Gala-Net, Xfire, Funimation and EA.

- \* Oversaw direct technical integration & design of the PlaySpan Marketplace API in several MMO's, including Dungeons and Dragons Online, transitioning it to Free-To-Play
- \* Created PlaySpan Marketplace, the first large virtual goods marketplace at the time

### **Director of Gaming and Entertainment, AIM**

America Online, Inc - Dulles, VA - 2002 to 2007

AOL Instant Messenger)

Relationship and business manager for Gaming and Entertainment division, AIM Network, including Gaming, Music, Video, Television and Movies, with more than 200+ million registered users

- \* Managed relationships with all partnered game developer & publisher partners
- \* Spearheaded "Open AIM" program to release AIM API publicly to game developers, including direct work on the API & platform, worked directly with and evangelized to game development communities
- \* Developed new business with EA, Intel, Nvidia, Ubisoft, Turner, Sony, Blizzard, Vivendi, Live Nation, Time Warner, Warner Bros., MTV Networks, Funcom, and many more
- \* Co-designed social game "Cry Wolf" in conjunction with Universal Studios movie, 300k CCU at peak
- \* AIM Integration and game design work with Turner Gametap, The Matrix Online, Masque Poker Suite & more
- \* Direct technical work on Sony Playstation 2 project, running AOL services on the PS2 platform
- \* Created and managed partnership with SCI, makers of Playlinc, a gaming IM client acquired by EA
- \* Enacted distribution/content and marketing agreements totaling 120M+ in new audience

### **Director of Engineering and Quality**

Escend Technologies - Klamath Falls, OR - 2001 to 2001

- \* Direct management of engineering and quality teams
- \* Responsible for the quality of all company products, managing teams for engineering, testing and source control.
- \* Integrated process between Quality Assurance, Development, Support and Marketing groups
- \* Implemented proper development practices, including source control management, defect tracking, and code review
- \* Instituted defect lifecycle workflow, and administered Silk Radar (a defect tracking system.)
- \* Created business rules, formalizing requirements and forming test cases for Enterprise CRM/Sales applications

### **Director of Quality Assurance & GM**

Wild Tangent, Inc - Redmond, WA - 2000 to 2000

- \* GM of QA, OEM, and technical groups, management of 90+ personnel
- \* Provided testing services for nine separate game development groups (3 external, 6 internal), working directly with producers & managing developer relationships with outside studios
- \* Formed OEM relations group, directly managing relations with companies such as EA, Sony, HP, Matrox, Intel, AMD, Nvidia, ATI, and Permedia
- \* Created and coordinated projects, planning and scheduling with the sales, marketing and development managers
- \* Established an extensive structured QA Lab, including hardware, software, development and testing environments
- \* Managed two testing divisions, Engineering QA (technology) and Content QA (games & other media)
- \* Formed a development team for specialized tools creation, including system imaging, automated hardware testing, API testing, automated builds, and archiving

### **Lead Quality Assurance Engineer**

Electronic Arts - Redwood City, CA - 1999 to 2000

- \* Played an integral role as a main designer for online multiplayer platform for game launch, matchmaking, and messaging.
- \* Top titles worked in included: Jane's USAF, The Sims, Need for Speed, Nascar Revolution, Triple Play 2000, NHL 2000 and Ultima Online.
- \* Worked directly with producers on all phases from design, to testing and shipping.
- \* Led white and black box testing teams supporting backend components for online gaming technology
- \* Created the structured QA Lab, including development and testing environments.
- \* Managed QA team directly and responsible for interviewing and recruiting new hires

### **Engineering Consultant (contract)**

Xerox Corporation - 1996 to 1999

- \* Consulted for major companies regarding Quality Assurance and Project Management
- \* Systems Administration for labs and devices
- \* Responsible for all device, OS, automation and compatibility testing
- \* Test Plan and Procedure documentation
- \* External beta testing and partner support

### **LINKS**

<http://www.linkedin.com/in/tonycolafrancesco>