

# Kevin C. Hogan

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## WORK EXPERIENCE

### **VP of Development**, Scopely, Culver City, CA. (Apr '23 to Oct '23)

- Execute on vision and strategy. Oversee product execution at quality.
- Ensure consistent delivery against targets identifying key risks and mitigation/contingency strategies.
- Validate and audit development plans. Support and guide decisions around the balance between quality/time/cost and direct the project teams accordingly.
- Development process improvements – identify and provide support through tools, templates, and process to improve quality and predictability of project outcomes.
- Oversee Quality Assurance to ensure that development goals are achieved at high quality with smooth deployment.
- Key partner relationships with Finance, HR, and Localization.
- Accountable for hiring, staffing plans, and long-range staff planning.
- Collaborate with HR and key leaders on offsite planning & coordinate the completion & follow up of associated action items.
- Partner with HR on programs and processes including Talent Planning, Goal Setting, and Org Effectiveness. Coordinate the completion & follow-up of Team Health Surveys, Postmortems, and associated action items.
- Act as mentor and coach for Producers as well as other project leaders. Meet regularly to provide career development support and coaching.

### **First Party Development Director**, Wildlife Studios, Sao Paulo, BR (Aug '21 to Dec '22)

- Primary interface between affiliated studios and central platform service providers including engineering, finance, recruiting, human resources, art and audio services, marketing, global mobility, and compensation
  - Ensure that affiliated studio needs from service platform are met in a timely and high-quality manner
  - Bridge gaps for service needs that would otherwise go unmet
  - Surface development risks related to unmet affiliated studio needs
  - Solicit and report on feedback from affiliated studios to service providers
  - Provide schedule transparency to partners
- Identify and report schedule and quality risks and provide mitigation recommendations
  - Foster high-trust relationships with studio leaders to ensure development transparency
  - Identify and operationalize methods for passive monitoring of team progress including team spend, cost projections, and software evaluation.
  - Utilize extensive development experience in recognizing risk patterns
- Define and document key aspects of the affiliated studios program including cost allocations, development assistance programs, and service platform interface processes
- Consolidate affiliated studio cost and headcount projections as part of company-wide fiscal planning
- Foster community of creative leaders by organizing offsites, brain-trusts, and creative knowledge sharing

**Head of Operations**, EA Mobile Studios, Electronic Arts Inc., Redwood City, CA. (Jul '20 to Jul '21)

- Establish and operationalize mobile live services development framework
  - Evaluate the progress, risks, and mitigations for each studio/game team within the context of that framework
  - Provide guidance on operational decision-making to help ensure schedule and quality predictability
  - Assist in internal partner engagement to ensure ongoing positive partner relations
- Organize and drive consistent business reviews for both existing live services and products under development
  - Ensure each team is communicating progress against business objectives on a consistent cadence and format
  - Provide guidance to game teams to ensure effective communication and alignment with portfolio objectives
  - Communicate progress status to the EA Studios executive team, C-Suite, and studio partner organizations
- Organize and track headcount across EA Mobile portfolio, working with studio leaders to ensure that resources are applied appropriately given portfolio priorities.
- Partner with the FP&A team to manage the portfolio budget to ensure that both revenue and R&D targets are met.
  - Track risks and opportunities, adjusting commitments on a quarterly basis
  - Update long-range modeling as business conditions change
  - Engage with internal partners to drive budgeting process and manage incremental needs
- Run our central low-cost development studio in India
  - Evangelize and promote across all EA Mobile studios for the use of low-cost resources
  - Ensure the engagement experience is meeting our quality threshold
  - Ensure live services run within India studio are meeting or exceeding business objectives
  - Oversee growth objectives to ensure appropriate expansion without compromising engagement quality
- Manage our internal marketing efforts using newsletters, intranet site, and training materials
- Drive initiatives to foster communication and collaboration across EA Mobile studios
- Partner with People Practices to meet our talent objectives
- Assist with the evaluation of M&A opportunities
- Work with our corporate tax attorneys to ensure accurate documentation of efforts related to tax incentives
- Provide regular reporting to our central and operations leaders on business performance
- Utilize my extensive product development experience to help guide our central strategic planning and operations

**Head of Business Operations**, Mobile/Maxis/BioWare/Motive Studios, Electronic Arts Inc., Redwood City, CA. (Feb '19 to Jul '20)

- Organize and Track Headcount across portfolio
  - Ensure that hiring strategies are reflective of SVP priorities
  - Work with Ops leaders to reallocate resources as priorities change
  - Track hiring and attrition to ensure that our budget goals are met
  - Work with Ops leaders to strategize how to achieve their business objectives given budget and headcount constraints
  - Regularly report headcount activities to central operations leadership team

- Partner with People Practices to meet our talent objectives
  - Assist with tracking and communication of studio goals related to attrition and performance management
  - Assist with tools development for talent planning and tracking
  - Work with studio leadership to devise strategies for achieving people practice goals
  - Provide compensation and talent planning analysis to ensure that we are appropriately rewarding our top talent
- Gather and analyze data to challenge and/or support SVP business objectives and communications
  - Assist in the crafting of presentations to both executive and studio leadership
  - Help guide strategic thinking by analyzing and exposing business trends both in and outside of EA
- Assist with the evaluation of M&A opportunities
- Utilize my extensive product development experience to help guide our central strategic planning and operations
- Work with our corporate tax attorneys to ensure accurate documentation of efforts related to tax incentives
- Analyze our studio budgeting process to ensure we are as accurate as possible in estimating costs
- Provide regular reporting to our central and operations leaders on business performance

**Senior Director of Operations**, Maxis Studio, Electronic Arts Inc., Redwood City, CA. (Nov '15 – Sep '16, May '17 to Feb '19)

- Partner with Studio GM to clarify vision and strategy throughout the org
- Drive improved annual net revenue and operating contribution.
- Execute on vision and strategy. Oversee product execution at quality.
- Establish Gate deliverables, tracking progress, setting parameters for "Done".
- Conduct gate and milestone reviews with the game teams according to milestone gates.
- Ensure consistent delivery against targets and that the leadership team has a strategy to execute against key milestones and identifies key risks and mitigation/contingency strategies.
- Accountable for financial management - P&L, Operating Contribution. Ensure that Business Unit finance goals and R&D budget are realistic & valid and ensure they are respected & balanced to hit the targets.
- Headcount allocation and budget management. Ensure project teams are operating within the finance approved budget.
- Validate and audit franchise development plans. Support and guide decisions around the balance between quality/time/cost and direct the project teams accordingly.
- Development process improvements – identify and provide support through tools, templates, and process to improve quality and predictability of project outcomes.
- Key partner relationships with Finance, HR, QA, Localization, and Customer Experience.
- Accountable for hiring, staffing plans, and long-range staff planning.
- Collaborate with HR and key leaders on offsite planning & coordinate the completion & follow up of associated action items.
- Partner with HR on programs and processes including Talent Planning, Goal Setting, and Org Effectiveness. Coordinate the completion & follow-up of Team Health Surveys, Postmortems, and associated action items.
- Act as mentor and coach for Development Directors as well as other project leaders. Meet regularly with Franchise Development Directors (FDDs) and other key leaders to provide career development support and coaching.

- Develop long range department planning and development strategies - collaborate with FDDs, build medium to long term technology, financial and development road maps.

**Studio GM (Interim)**, Maxis Studio, Electronic Arts Inc., Redwood City, CA. (Sep '16 – May '17)

- Own and drive the studio/group vision, ensuring that the teams are balancing both the Design and PM perspectives to deliver an optimal balance of creative design and science (AEM) into game development from the earliest stages of product lifecycle
- Focus out-of-team communications on clear product messaging and actions
- Manage, develop, and inspire team members while creating strong positive relationships with the entire staff, as well as peers
- Build AAA games via understanding of best in breed analytics, creative, product, talent, and organizational structure
- Attract, develop, inspire, and lead high performers, creating a culture that motivates and retains world class talent required for success
- Look for new opportunities in developing areas of the HD and mobile games market, using advanced technologies, EA's scale, and deep understanding of the ever-evolving game market
- Work in deep partnership with regional and global publishing groups, leveraging consumer insights, market feedback, as well as platform and channel expertise drive effective go to market strategies

**Director of Product Development**, Maxis Studio, Electronic Arts Inc., Redwood City, CA. (Jun '11 – Nov '15)

**Senior Development Director**, Sims Studio, Electronic Arts Inc., Redwood City, CA. (Aug '07 – Jun '11)

**Development Director**, Sims Label, Electronic Arts Inc., Redwood City, CA. (Dec '04 – Aug '07)

**Producer**, Maxis Studio, Electronic Arts Inc., Walnut Creek, CA. (Nov '97 – Dec '04)

**Producer**, Accolade Inc., San Jose, CA. (May '95 - Sep '97)

**Line Producer**, High Score Productions, Electronic Arts Inc., San Mateo, CA. (Oct '94 - May '95)

**Associate Producer**, High Score Productions, Electronic Arts Inc., San Mateo, CA. (Apr '94 - Oct '94)

**Assistant Producer**, High Score Productions, Electronic Arts Inc., San Mateo, CA. (May '93 - Apr '94)

## EDUCATION

Bachelor of Science, Psychology with Mathematics Emphasis, University of California Davis. 1991

## REFERENCES

Available upon request.