

VIKAS MENON

GAMING EXECUTIVE

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PROFESSIONAL SUMMARY

Gaming executive with 14+ years building and scaling mobile titles generating \$100M+ annual revenue. Currently Head of Games & Product at venture-backed Terrabyte, previously Executive Producer at Zynga managing 100+ person teams across CSR2 Racing and Farmville franchises. Expert in new game creation, live operations, data-driven content strategy, product strategy, and building high-performing teams from ground up across casual, racing, and midcore genres.

WORK EXPERIENCE

Head of Games & Product

Terrabyte | Bengaluru, India | October 2024 - Present

Founding Team Member - Seed-stage venture-backed startup building platform for midcore sports and action games. 50+ games with cross-play and social multiplayer - Roblox for the midcore genre.

- Drove platform retention through content strategy, game quality improvements, and recommendation system optimization: D1 retention 32%→40% (+25%), D7 retention 7%→12% (+71%), time spent 20m→25m (+25%).
- Led development of 15+ games across Terrabyte platform (midcore multiplayer) and Ripple AI (AI-native experiences), managing team of 8 game designers and data analysts.
- Architected content discovery and personalization systems analyzing user behavior, content attributes, and engagement patterns to optimize feed performance and user-content matching.
- Established analytics framework tracking content health metrics (retention curves, session depth, engagement patterns) to guide roadmap prioritization and identify content gaps.

Consulting PM

Yodo1 | Remote | June 2024 - September 2024

- Led Apple Arcade launch strategy for Rodeo Stampede+, managing stakeholder alignment across Apple, marketing, and development teams to secure \$100K milestone bonus by meeting launch deadline.
- Developed comprehensive content roadmap and live operations framework for Rodeo Stampede, analyzing user data and defining quarterly content releases to drive retention post-launch.

Executive Producer

Zynga | Bengaluru, India | May 2012 - October 2023

CSR2 Racing (Executive Producer, 2020-2023)

- Ran live operations and drove predictable business results for one of Zynga's largest games, managing \$70M+ annual revenue while consistently meeting financial forecasts and leading 100+ person cross-functional team across multiple time zones and continents.
- Delivered key game core loop updates including multiplayer improvements, live races feature, and Battle Pass framework - collectively the most successful content updates in game history, introducing new monetization and engagement mechanics that became standard for the racing genre.
- Presented quarterly business reviews to Zynga's CXO team (CEO, CMO, CPO) on game performance, roadmap strategy, and business forecasts.
- Delivered 5+ major IP partnerships (Pagani, Ken Block) with real-world launch timing, driving engagement peaks and strengthening brand positioning in racing category.
- Transitioned CSR2 operations from London to India, building and scaling 100+ person team from ground up while maintaining production quality and delivery timelines.

Farmville: Country Escape (Executive Producer, 2017-2020)

- Ran live operations for \$30M+ beloved casual farming game, launching Boat Race feature - cooperative social event enabling guild vs guild competition - driving 10% game growth through improved retention and social engagement.
- Built India studio team of 50+ from scratch, transitioning operations from SF while improving content delivery efficiency by 12%.
- Reduced operational costs and improved EBITDA through vendor optimization, tooling automation, and efficient team utilization while maintaining quality standards.

Career Progression:

- Lead Producer (2015-2017) - Farmville 2 Web
- Senior Producer (2012-2015) - Chefville, Mafia Wars
- Member of Global Production Council - leadership cohort providing strategic guidance on production practices and processes across Zynga's game portfolio.
- Presented at India Game Developer Conference (IGDC) 2019 on "Four Thinking Hats of Production" representing Zynga's production methodology and leadership approach.

Startup Founder

AyAuto Radio Rickshaws | Pune, India | March 2011 - April 2012

Founded on-demand rickshaw hailing service, scaling to 15 employees and 300+ contracted rickshaws delivering 2,000+ trips daily within 3 months of launch.

EDUCATION

MBA: Marketing & Entrepreneurship

FLAME School of Communication | Pune, India | 2009 - 2011

Awarded Dean's Roll of Honor for academic excellence

Bachelor of Technology: Computer Science

Model Engineering College | Cochin, India | 2002 - 2006