



STEVE FOWLER

PROFILE

Steve is a 25-year Interactive Entertainment executive having built gaming industry legendary brands for Halo, Guild Wars 2, Hearthstone and Marvel Strike Force. Games managed by Steve and his publishing teams have grossed over \$10B.

Award winning, accomplished speaker and entrepreneur, Steve has led large global teams for multi-national publicly traded corporations and built startup publishing organizations from the ground up.

CONTACT

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SKILLS

Global Publishing, UA Expert, AAA Launches, Digital Marketing, Data Driven Marketing, Strategic Planning, Brand Building, Community Growth, Team Mentorship, Innovative Executions, Social and Influencer Innovation

PROFESSIONAL EXPERIENCE

A List Games – Founder 10/20 - Present
Building a next generation indie GaaS videogame publisher backed by the Ayzenberg Group.

FoxNext Games – CMO/SVP 9/18 – 3/20
Led a team of 40 mobile publishing experts managing four game studios building games on the Marvel, Avatar, Aliens, X-Files and Titanic IP's. Scaled Marvel Strike Force to 100's of millions of players making it the most successful Marvel mobile game in history.

Blizzard Entertainment – VP Global Publishing Hearthstone 5/17 – 9/18
Managed the 90 person global publishing team for the most successful digital collectible card game in the world. Grew the franchise to over \$2B in global revenue and 100 million players.

Amazon Game Studios – Head of Global Publishing 1/16 – 4/17
Built the global publishing organization hiring brand, performance marketing, CRM, community, PR professionals. Managed the P&L and portfolio planning of three internal development studios.

ArenaNet – Head of Global Marketing 6/13 – 1/16
As Head of Global Marketing at ArenaNet oversaw all publishing staff and marketing executions for the Guild Wars 2 franchise, the fastest selling MMO in history. Managed the launch in China, designed and implemented the transition from premium to Free 2 Play and grew the player base by 10's of millions.

Ayzenberg Group – VP Strategy and Accounts 7/06 – 6/13
Helped grow the Video Game category business withing the agency. Brought in and Led Microsoft Xbox, Nexon, Namco, Capcom, Disney Interactive, Blizzard, NCSOFT and more.

Sega/Sammy – Director of Product Marketing 2003 – 2005

Microsoft Xbox – Lead Brand Manager – Halo Franchise 2000 – 2003

Interplay Productions – Brand Manager 1998 – 2000

EDUCATION

Bachelor of Science, Marketing, 1995 California State University Long Beach