




JOHN ALEX MACK

GAME PRODUCER / PROJECT MANAGER



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 www.johnalexmack.com

EMPLOYMENT

EXECUTIVE PRODUCER

AESIR INTERACTIVE GMBH (NOV 2018 - CURRENT)

- Partnered with the Studio Executive Team on Portfolio Planning, License Acquisition, P&L, Forecasting, Budgeting, and Business Design Strategies, and drove Tactical and Strategic initiatives throughout the studio to increase production and quality output.
- Managed Relationships with Publishers, Partners, Licensors, Vendors, and Internal Development Teams to ensure seamless communication and clear product vision across multiple franchises.
- Actively drove business development at the studio level, including identifying and cultivating new partnership opportunities and pitching multiple AAA projects to global publishers.
- Managed and Mentored reports across all levels and disciplines to established training and career development paths, and worked closely with individuals to define and achieve personal and professional goals.

SENIOR MANAGER OF QUALITY ASSURANCE

NCISOFT WEST (MAY 2017 - AUG 2018)

- Managed Schedule, Budget, Scope, and Submission Processes for Mobile and Console releases at both the studio and publisher level.
- Participated at the Studio Level in defining and implementing best practices for both Development and Quality Assurance.
- Participated in generating competitive analyses, performing due diligence, and assessing potential partnerships in support of studio business development.
- Developed Training and Career Development paths for personnel and worked closely with individuals to set and achieve personal and business goals.

PRODUCT MANAGER

EN MASSE (AUG 2016 -MAY 2017)

- Developed Schedule, Budget, Scope, and Tactical and Long-Term Strategic initiatives to support the release of a AAA Free-to-Play MMORPG for the Xbox One and PlayStation Platforms.
- Worked closely with stakeholders and investors in foreign market to establish best practices and processes for development, as well as establishing seamless communication of vision across all parties.
- Worked closely with PC Development team to monitor live performance and respond to shifting product and market requirements.

LIVE CONSOLE PRODUCER

CRYPTIC STUDIO (JUL 2015 -AUG 2016)

- Managed Schedule, Budget, Scope, Submission, and Live Monitoring of Neverwinter Online for the Xbox One and PlayStation 4 Platforms.
- Tracked KPI's and developed tactical and strategic initiatives to improve product performance.
- Managed Relationship with 1st Party Partners in order to support marketing and product goals, and to ensure a seamless line of communication and clear vision amongst all parties.
- Developed Sales and Marketing Plans in Online Store to Maximise Product Performance in a Live Environment.

PROFILE

Executive Producer and Manager with +18 years of hands-on experience shipping AAA products for top Studios and fast-paced, energetic start-ups. Outgoing, detail-oriented, and dedicated to my craft; I leverage my deep operations background, and end-to-end understanding of the SDLC to help build strong teams that accomplish more with less.

PERSONAL SKILLS

- Cogent problem solving
- Effective Leadership
- Training / Mentoring
- Excellent Communicator
- Systemic Thinking

PROFESSIONAL SKILLS

- Project Management
- Product Management
- Console Development
- SOPs, Training, and Documentation
- Experience in Helping Companies Scale

OTHER ROLES / COMPANIES 2000-2007

QA Lead (LucasArts, Atari)
Sr. Quality Assurance Tester (Sony, Namco, Electronic Arts)

METHODOLOGY EXPERIENCE

- Waterfall
- Scrum
- Agile

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EMPLOYMENT (CONTINUED)

PRODUCER

FREE RANGE GAMES (JUN 2014 -JUL 2015)

- Managed Schedule, Budget, Scope, and Release Processes for 10+ SaaS Free-to-Play Mobile Games while partnered with Yahoo! to manager their best-in-class parlour game series.
- Managed External Relationships with Stakeholders, Customers, and Vendors to ensure seamless communication and clear vision across multiple projects.
- Monitored and Assessed Product Performance in the Marketplace to ensure customer and user needs were being met, and built action plans to correct and adjust for unforeseen shifts in market demands.

PRODUCER

RABB.IT (FEB 2012 -JUL 2014)

- Managed Schedule, Budget, Scope, and Release processes for a content-streaming and high-definition video chat application for release across iOS, OSX, and Web platforms using scrum / agile methodologies.
- Participated in business development, building close relationships with stakeholders, investors, and key contributors.
- Performed Market Research and Established User Personas to help Direct and Guide ongoing Product Development.

QUALITY ASSURANCE MANAGER

NGMOCO (NOV 2009 -FEB 2012)

- Managed Schedule, Budget, Scope, and Submission Processes for 10+ Free-to-Play Mobile Games from Blue-Sky through Sunset utilising an internal team of 15 Leads and Significant External Resources (50+).
- Defined and Implemented Best Practices and Processes at the studio level to support Software-as-a-service game development across multiple projects.
- Established training and career development paths for internal personnel, and worked closely with individuals to define and achieve individual and business goals.
- Managed Daily Operations as well as long-term planning for both internal and external Quality Assurance

QUALITY ASSURANCE LEAD

LUCASARTS (JAN 2007 -NOV 2009)

- Managed Schedule, Budget, Scope, and Submission Processes for Multiple AAA Titles for Worldwide release, utilising both internal and external Quality Assurance Resources.
- Administrated and Managed Large-Scale software solutions for Bug and Task tracking at the Team Level.
- Developed training and career development methodologies for Quality Assurance Staff, and worked closely with individuals to set and achieve incremental goals throughout their tenure with the company.

ASSOCIATE PRODUCER

MIND CONTROL SOFTWARE (APR 2006 - JAN 2007)

- Managed Schedule, Budget, Scope, and External Relationships for development of multiple software releases for the PC and PSP Platforms.
- Helped define and support marketing strategies across social platforms and other traditional media.

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GAME TITLES

PRODUCT MANAGER ON:

TERA ONLINE /
NEVERWINTER / YAHOO
PARLOR GAMES SERIES + 10
UNIQUE CROSS-PLATFORM
PRODUCTS

PROJECT MANAGER ON:

NEVERWINTER ONLINE /
RABB.IT / DIMENXIAN M:
EVOLVER / FIELD
COMMANDER 2

QA MANAGER ON:

ELIMINATE PRO / WE RULE /
GOD FINGER / WE FARM /
WE CITY / RABB.IT

QA LEAD ON:

INDIANA JONES AND THE STA
FF OF KINGS / STAR WARS: TH
E FORCE UNLEASHED / BACKY
ARD BASEBALL 2005 / MARK E
CKO'S GETTING UP: CONTENT
S UNDER PRESSURE / TIGER W
OODS PGA TOUR '02 - '05

FOR THESE PLATFORMS:



XBOX ONE



CURRENTLY WORKING WITH THESE PLATFORMS:

