

Meet Our Team – Irena Pereira

Global Legal, Business & Investment Strategy Strategic Advisor



- **Nearly Three Decades in Interactive Entertainment** — Built a 27-year career shipping the industry's largest multiplayer titles, including World of Warcraft, EverQuest, Kingdoms of Amalur, Game of Thrones: Conquest, and Monopoly GO!, which has exceeded \$6B in revenue.
- **Chief Executive of Two Companies** — Leads Unleashed Games, building prosocial multiplayer games that make cooperation the win condition, and Infinite Realms, which turns beloved books into franchises.
- **Architect of IP Franchise Infrastructure** — Created StoryOS, a platform that converts novels, scripts, and lore into structured world models, allowing licensors and studios to adapt a property across games, film, and comics without losing canon. Signed partners include R.A. Salvatore.
- **Proven Speed in Franchise Adaptation** — Delivered a game and a three-episode webcomic from Jenn Lyons's Ruin of Kings in two months for under \$200,000, starting with no prior familiarity with the source material.
- **Defense-Grade Product Discipline** — Served as a product designer at Kessel Run, a software development unit of the United States Air Force, where the OODA loop of observe, orient, decide, and act became a working product method. Contributed to Project Jigsaw, which cut \$150M a month in fuel costs, within a unit whose upgraded software became the office of record for the air tasking order.
- **Pioneer for Women in Games** — Joined Blizzard Entertainment in 2006 as the studio's first woman engineer, designing and implementing the World of Warcraft interface across three expansions and opening doors for the women who followed.
- **Builder of Design Organizations** — Established UI teams, pipelines, and quality standards from zero at 38 Studios, and led design practice across a decade of consulting for Activision Blizzard, Mythic Games, SciPlay, and Sony as an approved vendor.
- **Operator of a Continuous Decision Loop** — Runs product teams on that same OODA cadence, pairing user research, journey mapping, and live telemetry so decisions follow evidence rather than opinion. The method shaped the social and engagement loops behind Monopoly GO! and now sets product direction at both companies.
- **Educator and Institutional Advisor** — Teaches as an adjunct professor in Computer Science at New England Institute of Technology and serves on the advisory board of the Rhode Island Digital Institute.