

DAWN PINKNEY

INFLUENTIAL LEADER | INSPIRATIONAL SPEAKER

WHY TONY ROBBINS? I first discovered Tony Robbins through “I’m Not Your Guru”, and I was in awe. The way he helped people smash through limiting beliefs and transform. His energy, passion and drive excited me to become a certified life coach and NLP practitioner, and he inspired me to speak.

The last few years I have been helping the people around me become more aware of their connection to source, step out of autopilot, and deepen their knowledge to live consciously. I am always working on my growth, learning new techniques and listening to the experience of others.

Now I’m ready to do this on a gigantic scale with Tony and Sage Robbins!

I BRING 25+ years passionately inspiring teams in the video game industry, working on critically acclaimed franchises including LEGO, James Bond, Skylanders and PGA TOUR, with accountability for development **budgets approaching \$100M**.

I LOVED my work—bringing talented people together around a vision, **getting them to care deeply about what they were creating, inspiring them to do their best** and sustaining momentum while thriving on complexity and change through high-stakes launches.

I am a talented and inspirational speaker. Over the last 3 years, I have built a paid speaking practice alongside transformational coaching and creating and facilitating workshops. I have helped people shift perspectives, reconnect to what matters, and leave with the energy and clarity to take meaningful action.

I believe I am a distinctive combination of executive leadership and digital product experience, inspirational speaking and facilitation, transformational coaching, with a grounded spiritual practice, and a passion for inspiring people to create meaningful change.

DAWN PINKNEY

25+ Years Leading Digital Products & Cross-Functional Teams

ACC Certified Coach (ICF) | Certified Master of Neuro-Linguistic Programming (iNLP) | Certified Life Coach (iNLP) | Certified Group Coach (iNLP) Licensed Spiritual Practitioner (RScP)

I am a senior product and executive leader with 25+ years of experience **leading digital products across video gaming, with additional experience in Silicon Valley startups**. I see the big picture, bring creative thinking, and turn vision into direction to get people on board and moving forward.

I have **led multidisciplinary teams**, including one team of 60, and managed production teams of up to 7, while **influencing up to 350+ people** across engineering, design, art, animation, production, QA, analytics, central technology, localization, user testing, marketing, PR, community, customer service and executive leadership.

My leadership style is **grounded, present and authentic**. I **care deeply about the people** doing the work and the quality of what they create. I am known for staying composed when things get difficult, finding creative paths through roadblocks, and **helping teams maintain focus** when priorities, technology or circumstances change.

Over the past three years, I have built a business in personal transformation through **coaching, speaking and group facilitation**. This has required entrepreneurial thinking, creating new offerings, building relationships, developing business opportunities, and continually adapting to what works.

LEADERSHIP & COACHING STRENGTHS

- Vision, Buy-In & Delivery
- Strategic Planning & Execution
- Executive Stakeholder Management
- Influence Without Authority
- Risk & Dependency Management
- Customer and experience focus
- Cross-Functional Leadership
- Business Operations
- Product Insight & Decision Making
- Process Improvement
- Change & Uncertainty Navigation
- Leadership Development

SELECTED SHIPPED TITLES

- GoldenEye 007 (with Daniel Craig)
- PGA TOUR 2K23 (with Tiger Woods)
- LEGO 2K Drive
- WWE 2K Battlegrounds
- World of Tanks
- World of Warplanes
- Call of Duty: World at War
- Skylanders Billion-dollar franchise:
 - Skylanders SuperChargers,
 - Skylanders Trap Team
 - Skylanders SWAP Force
- Enemy Territory: Quake Wars
- Dead Rising 3
- Bioshock 4 (currently in development)

LEADERSHIP & OPERATIONAL EXPERIENCE

- Led video game products with **complex dependencies** across development, publishing, external technology, hardware, navigating the ripple effect of changes.
- **Shaped product direction**, accountable for quality, engagement, and delivery.
- Managed video game products with **budgets approaching \$100M in development**, accountable for development and production P&L and up to \$10M accountable for total P&L, providing strategic direction across scope, resources including external, priorities and risk.
- Built **strong studio partnerships** through collaboration, also establishing onsite models that strengthened alignment between publishing and development.
- Established team and communication systems that **created alignment, accountability, and visibility** across globally distributed teams while also improving company process as needed.
- **Provided executives with visibility** into risks, dependencies, and recommended actions.
- Led **roadmap planning and execution** for live service video game products, balancing business requirements and customer data.
- Evaluated projects to **identify risks** and create mitigation plans, working directly with cross-functional leaders, escalating with recommendations when executive decisions were required.
- Used KPIs, feedback, business analysis and insight to **inform strategy and priorities**.

PROFESSIONAL EXPERIENCE

MARJORIE DAWN COACHING, Napa CA
Mindset Coach and Speaker

April 2023 – Present

- Coached executives through Ubisoft, local business owners and a multimillionaire client.
- Built a paid speaking practice, including a companywide technology startup All Hands.
- Created and facilitated Zen Together and Flow on the Go mindfulness programs.
- Created an Excel-based digital product using Visual Basic.
- Created, produced and hosted Hero of Circumstance podcast, four published episodes.
- Licensed Practitioner (RScP) and Youth Teacher, Napa Valley Center for Spiritual Living.

2K, Novato, CA

Feb 2020 – April 2023

Executive Producer, Senior Producer

- Led production teams, taking on **increasing responsibility with LEGO, PGA and NFL** products through grounded leadership, authentic communication, and consistent delivery.
- Took on a high-stakes franchise during an engine transition, navigating simultaneous pre-production and production, escalating significant risk and keeping the new studio **accountable to expectations**.
- Joined during the pandemic and **successfully shipped a challenging title using a new remote development model**, building relationships and establishing effective ways of working.
- Built trust with a complex development studio, influencing the team to **raise product quality**.
- Spearheaded a product **integrating new central technology**, navigating delays and technical issues while keeping development on track.

OKLETSPLAY, San Francisco, CA

Napa, CA
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Chief Operating Officer

July 2018 – Jan 2020

Business, investment and strategy development for the OkLetsPlay game-of-skill betting platform. Evaluated blockchain strategy and conducted extensive ICO research before pursuing traditional investment.

HATS, San Francisco, CA
Chief Operating Officer

April 2018 – June 2018

Established the operating structure, shaped product design, and prepared for an ICO investment.

WARGAMING, Emeryville, CA
Publishing Director, Executive Producer

2016 – 2018

- **Owned online publishing strategy and P&L** for World of Warplanes in North America, reporting to the General Manager and leading cross-functional teams across production, marketing, brand, acquisition, analytics, CRM, community, business development, and customer service.
- Defined and executed the relaunch strategy, **achieving 300% growth**, ahead of other regions.
- Led the global publishing roadmap for World of Tanks Console and contributed to product strategy, with shared accountability for revenue and MAU, exceeding the annual **revenue target by 18%**.
- Used analytics and business analysis to inform monetization, retention, and product strategy.

ACTIVISION, Santa Monica, CA
Producer

2012 - 2016

- Took **initiative to establish online data services** across multiple Skylanders studios and functions, creating a new area of accountability spanning analytics, CRM, production, development, and QA.
- Worked in the Publishing business unit for the Skylanders billion-dollar franchise, accountable for the output of a development studio **within a multi-studio development and publishing structure**.
- Led production for multiple prototypes with different studios **involving new hardware technology**.

CAPCOM VANCOUVER, Vancouver, Canada
Creative Producer

2011 – 2012

Created the core gameplay vision, aligning design with the game's key pillars and Executive Producer, and directed a team of 60 designers, engineers, artists, animators and project managers.

ACTIVISION, Middlesex, UK & Vancouver, Canada
Producer, Associate Producer

2006– 2011

- GoldenEye 007 Wii: Drove the prototype to success, **ensuring the project was signed**. Delivered high quality within a short, complex production schedule and partnered with Nintendo and Danjaq to meet a **high quality game ranking of 84%**.
- True Crime: Hong Kong: Selected to be within a strike team positioned with the development team.
- Ice Age 3: Dawn of the Dinosaurs: At launch was Activision's 2nd highest quality family title.
- 007 Quantum of Solace: Quality delivered **10% above target**.
- Enemy Territory: Quake Wars: Worked onsite with Splash Damage for 1.5 years, leading testing and feedback to help shape the game to be accessible for players.

THQ WIRELESS, Surrey, UK
Producer, Associate Producer, Associate Project Manager

2004 – 2005

Accountable for games **embedded on new mobile phone hardware** with emerging device capabilities.

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