



ALYSSA KOLLGAARD

Executive/Lead/Senior-Level Producer and Marketer with nearly two decades of industry experience across development, publishing, porting, marketing, AAA, indie, PC, console and VR.

SKILLS

- Jira, Confluence, Instagantt, Hansoft, Asana, Favro, Redmine and Trello for PM
- AGILE methodology
- Resource Management
- Budgets, bids and SOWs
- Xbox, Nintendo, Playstation, Steam, GOG, EGS, iOS, Android release management, storefront and marketing pipelines
- Physical release pipeline
- Ratings (ESRB, PEGI, USK, CLASIND, GRAC)
- Remote workflow
- Team-building and HR
- Corporate branding
- Biz dev and scouting
- Partner, platform, publisher, vendor and press relations
- Full development lifecycle - prototype, pitching, release, porting, live ops, sunset
- Documentation, spreadsheets and templating

CONTACT



760-803-0451



alyssakollgaard@gmail.com



Los Angeles, CA 91352

Akupara Games - Head of Production/Ops

March 2024 - Present (Full-time)

- Manage and mentor team of 7 senior, mid and associate level technical, development and marketing producers
- High level oversight and vision-holder for company-wide release calendar including launches to all PC and console platforms, mobile, physical and merch
 - Org saw drastic reduction in missed deadlines and delayed releases as a result
- Identify, define, implement and enforce standard tools, processes, pipelines and expectations across production, publishing, marketing, porting, biz dev, QA, development, HR and operations
- Spearhead company culture, corporate branding, HR, charitable outreach, accessibility, and DEI initiatives

Cold Iron Studios - Senior Producer

February 2022 - April 2024 (Full-time)

Projects: Aliens: Fireteam Elite, Unannounced Sequel

- Oversaw publishing, marketing, and platform-focused development as well as external partner, press, publisher, licensor and vendor relations
- Managed deadlines and deliverables of feature development teams, marketing/social/community team and publishing/live-ops team
- Built marketing pipeline, organization-wide and inter-department pipelines and improved existing publishing and development pipelines internally and cross-org
- HR, corporate branding, team building, charitable outreach and DEI initiatives

Akupara Games - Lead Producer

July 2019 - April 2022 (Full-time)

Projects: Relic Hunters Zero: Remix, Spinch, The Darkside Detective, The Darkside Detective: A Fumble in the Dark, GRIME, Absolute Tactics, Cryptmaster

- Launched 6 titles as publishing producer with 17 unique SKUs
- Oversaw between 6-10 concurrent projects at various stages of development including internal development, work fore hire and publishing
- Led production and marketing teams in addition to individual projects
- Accountable for porting, co-dev, publishing and marketing aspects of majority of titles
- Built, standardized, streamlined, documented and templated publishing and marketing pipelines for repeatable success
- Saw over 300% increase in profits during tenure
- Established, maintained and grew collaborative partnerships with clients, first party platforms, press, influencers, merch and distribution partners

The Indie Houses - Lead Producer

April 2021 - April 2022 (Part-time)

- Co-manage group of 7 international indie publishers under single organization
- Executed successful front-page Steam event and Direct showcase
- Served on Games Industry Africa fund
- Corporate branding including writing organizational guidelines and key messaging
- Outreach to press, influencers and partners

Manic Machine - Producer/Marketing

June 2019 - January 2020 (Consulting)

Projects: Ludicrous Speed

- Production for development and Steam VR release
- Marketing, social media, biz dev, project management, community and press outreach for VR infinite runner title Ludicrous Speed.

Whitemoon Dreams - Producer/Marketing

January 2014 - May 2018 (Full-time)

Projects: WARMACHINE: Tactics, Vessels of Rath, StarBlood Arena, Location-Based VR

- Implemented marketing strategies in tandem with external partners.
- Developed corporate and cultural visions.