

Blaine Graboyes

Executive Producer and Game Designer

SUMMARY

- Award-winning Executive Producer and Game Designer with more than fifteen years experience
- Produced over 4,000 projects for world-renowned clients in games, entertainment, business and fine arts
- Expertise in licensing, distribution and marketing for retail and online products selling 1MM+ units
- Specialize in working with entrepreneurs and executives to ensure critical product launches
- Current focus on virtual worlds, social games and mobile apps using Agile, metrics-driven development

HIGHLIGHTS

- Serve as Executive Producer and Game Designer, and staff key roles for Rinksters.com, a new hockey-themed virtual world launching in March 2011 (currently Private Beta)
- Created Facebook game and mobile strategy for Def Jam Rapstar, the new console game from 4mm Games, deemed “the most social music game yet” by Mashable
- Served as Executive Producer and Game Designer and staffed key roles for LivWorld.com from Spin Master, with daily multilingual content including diaries, webisodes, games, dress-up closet and more
- Created original IP, Executive-produced and secured over 75 brand sponsors and an exclusive release with Big Fish Games for Fashion Finder: Secrets of Fashion NYC™, a downloadable casual game
- Executive-produced and designed interactive TV games, DVD games, board games and digital toys for properties including SHREK, Madagascar and Over the Hedge for DreamWorks Animation

PROFESSIONAL HISTORY

Sano Agency, Doylestown, PA Founder and Executive Producer 2009 - Present

- Founding partner for agency that creates and operates virtual worlds, transmedia and social games
- Specialize in “Day 2” services including community management, customer service and social media
- Clients include Rinksters.com, 4mm Games, LivWorld.com, WeeWorld.com, and Philavania.com

Worldwide Biggies, NYC, NY Founding Member and Executive Producer 2006 - 2009

- Founded transmedia studio with CEO Albie Hecht, former president of Nickelodeon and Spike
- Contributed extensively to business development and raising \$10MM+ total capital
- Executive Producer for The Princess Bride Game, handled licensing, distribution and marketing as well
- Creator and Executive Producer of casual game Fashion Finder: Secrets of Fashion™
- Executive Producer for social game Star vs. Star, co-developed with TMZ.com / AOL
- Oversaw company’s online and social presence, marketing, community and customer service

Comchoice, El Segundo, CA Executive Producer and Media Architect 2004 - 2006

- Orchestrated creative, technical and business objectives for online, DVD, board and iTV games
- Executive Producer for Dreamworks Animation games, SHREK, Madagascar and Over the Hedge
 - 2005 DVD Awards with Leonard Maltin - Best Gameplay for Madagascar DVD Game
- Executive Producer for award-winning “DVD Matchmaking” advertising campaign
 - 2004 AEGIS Award of Excellence & 2005 Videographer Awards - Special Events/Business
- Executive Producer for DirecTV Game Lounge interactive TV games for Dora the Explorer and LeapFrog
- Additional clients included Warner Bros., New Line Cinema, MGA Entertainment and Paramount

Mash3, Bucks County, PA Owner and Executive Producer 2002 - Present

- Operate private consultancy for above-the-line production and original content development
- Founded Hope Arcade (2009), a Facebook game charity donating 70% of net profits to March of Dimes
- Created first official political campaign DVD, The Howard Dean for America 2004 Presidential Campaign
- Founded UMDlab / Silver Platter, the only independent UMD publisher for the Sony PSP
 - Produced and released highest-rated UMD to date for The DC Video Deluxe Edition UMD
 - IGN Editor's Choice Award with a score of 9.5 out of 10 - "Sets a new standard"
 - 2006 DVD Awards with Leonard Maltin - Best PSP / UMD Movie
- Worked extensively with Island recording artist Melissa Etheridge on several CD / DVD releases
 - 2002 RIAA Double-Platinum Sales status for the DVD from Live...and Alone from Melissa Etheridge
- Co-created and Executive-Produced 360Daily, an original in-game TV show for Xbox Live
- Directed live charity events and produced public service announcements for YouthAIDS, working with Ashley Judd, Quincey Jones, Timbaland, Eve, Wynonna Judd and Joss Stone, and raised \$1.4MM
- Additional clients include Universal Music, FX Networks, 4Kids Entertainment and Viacom

ZUMA Digital, New York, NY Founder, President and Executive Producer 1996 - 2001

- Pioneered the first DVD company in NYC, and grew business to \$5MM annual revenue
- Worked with clients in the top tier of entertainment (Sony, Warner, Disney, etc.), business (JWT, BBDO, McDonalds, etc.) and fine arts (Guggenheim, Whitney, Yoko Ono, etc.)
- Created innovative ActiveDVD™ software plug-in for embedding DVDs in PowerPoint
 - 1999 Presentations Magazine - Best New Software Product
 - 2000 DVD Standing Ovation Award
- Executive Producer for I'm Your Man, the first interactive movie on DVD
 - 1999 DVD Awards - Most Unusual Title
- Executive Producer for \$1MM+ development of Final Fantasy: the Spirits Within DVD
 - 2002 DVD Pro Discus Award - Best Special Features
 - 2002 DVD At Its Best - Gold Ring Award
 - 2002 DVD Awards - Navigation Design and Implementation
- Oversaw sale and integration with The Tape House Companies, later acquired by Post Works

SPEAKING ENGAGEMENTS

National Association of Broadcasters (NAB)	Sundance	Boards Summit
Electronic Entertainment Expo (E3)	FITC Hollywood 2006	UCLA
National Institute of Standards and Technology	Showbiz Expo	USC Northridge

AFFILIATIONS

The Producers Guild Of America	International Game Developers Association
International Digital Media Alliance	Casual Games Association

EDUCATION

Bennington College, Bennington, VT
Bachelors of Arts in Thematic Major: Mathematics, Sculpture & the Philosophy of Science