

**RITA BRENNAN TURKOWSKI**  
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## PROFESSIONAL SUMMARY

Strategic, metrics-driven, detail-oriented product professional with strong communication and operations management skills. Years long experience with entire go-to-market process organizationally with proven operational excellence skill set

### **Silicon Studio, Inc. - Contract**

**Tokyo, Japan July 2016 – Present**

*<http://xenko.com> - Videogame engine Owned by Silicon Studio*

*Sr. Product Management/Marketing Consultant –Game Technology and Tools*

Crafted and leading strategy for new open source game engine GTM plans. Guiding technology roadmap driving strategy and KPIs while executing a go-to-market plan for a new game engine supporting the development of virtual reality games. Redesigned inbound portals (e.g., web site (xenko.com), blog, etc.), delivering on engine launch plans currently. Public Metrics can be provided to show significant adoption growth curve.

### **Gaming Business Review (GBR)**

**San Diego, CA January 2010 – September, 2016**

*<http://gamingbusinessreview.com> - Owned by M2 Research*

*Managing Editor – Technology and Tools*

Analytical Research Driving ~2M\$USD new business for M2 Advisory Group by:

- Using structured interviews and research tools to deliver game tech, AR/VR interviews & industry research to GBR blog
- Researching data to provide analysis to key video/game development software customers and hardware providers.
- Developing and writing surveys to analyze best practices of game, augmented reality, and virtual reality developers.

### **LunarG**

**Redwood City, CA April 2015 – January 2016**

*Marketing Director*

Assisted graphics engineering firm deploying Lean Startup model in the graphics/3D gaming space with overall go-to-market strategy for new open source SDK for hardware graphics acceleration. Designed an online developer-relations portal (LunarXchange) to support graphics developers porting the new open standard / open source Vulkan standard.

- Positioned, owned, strategized and specified the product design and definition including wireframes, content, roadmaps.
- Messaged and evangelized LunarG SDK to Vulkan developer community with sales enablement tools,
- Introduced and managed developer outreach and support plans.
- Project management for company contracts (existing and forthcoming).
- Identified current product strategy's pitfalls, pivot strategy and managed resources required to execute to roadmap.

### **Advanced Micro Devices**

**Sunnyvale, CA April, 2013 – January, 2015**

*Embedded Gaming Product Manager*

Lead product strategy and definition for mobile embedded and tablet gaming hardware products.

- Created demand generation programs that drove \$43M in sales in 2014 and ~\$100M in the pipeline for 2015 – 2017 in Americas and EMEA for embedded gaming by creating buy-in for product vision widely inside the organization and externally via strong channel and key supply chain management.
- Managed existing embedded game industry customers including developer relations and tech support (OEM and ODM).
- Assumed responsibility for and drove embedded gaming team's overall marketing requirements (MRDs) and customer metrics programs including project schedules for gaming and video related product roadmaps.
- Partnered with key stakeholders (including OEM 3rd parties) to define strategy and feature launches.
- Managed prioritization and trade-offs for customer experience involving performance attuned to schedule challenges.
- Collaborated with and facilitated strategic communication across engineering managers, operations managers, marketing managers along with OEM partners to meet time critical schedules with aggressive cost and quality goals.

### **Independent Self-employed Projects**

**September 2012 – April 2013**

- AppKey (<http://www.appkey.com>) - Unity development related consult
- Game-Consulting, Inc. (<http://www.game-consulting.com>) - Business Development Director for European video game art outsourcing firm. Represented at Game Developers Conference (GDC2013) and at International Game Connection

### **Unity Technologies, San Francisco, CA**

**October 2010-September, 2012**

*Worldwide Salesteam Channel Manager*

Reported to the Executive Vice President of Business Development and Sales as the first channel manager for Unity. Grew sales in non-direct sales channels by over 200% year over year in role, bringing in more than \$4M USD from reseller channels during an 18 month period early in company's rapid growth. Frequently delivered status updates to key stakeholders.

- Focused on reseller / distributor business development, mobile and education channel growth for Unity's products into indie gaming and enterprise sectors as well as education (R&D) space.
- Assisted in marketing requirements and communication plans for Unity Pro 4.0 release for web, mobile and PC.
- Worked closely with outside counsel and in-house attorney on redrafting Unity's first software product licensing agreements; wrote channel partner agreements drafted by Legal.

**ScreamPoint International (now CityZenith)**

**San Francisco, CA, January, 2010-October, 2010**

*Product Marketing Manager*

Worked with engineering, management and design teams to create a go-to-market strategy for an in-house developed game engine / WebGL based 3D graphics "5D world" application for monitoring & managing the process of urban planning Smart-Cities projects. Helped define their MRD and PRD for 5D Smart products.

**Intel Corporation,**

**Santa Clara, CA November 2007-December 2009**

*Product Marketing Manager*

- Introduced Agile methods to drive gaming, compute marketing strategy, go-to-market plans (MRDs) for Larrabee project.
- Primarily developed marketing plans consistent with Intel's Product Life Cycle for game development tools for Intel's acquired game engine, Project Offset, to drive future Larrabee hardware sales.
- Defined and scoped requirements, designed a marketing plan for game profiling tool IGPA™ (still sold today).
- Assisted with business development and sales by developing sales tools for training sales teams.
- Maintained social media, monthly newsletter, wrote blogs and gave presentations at tradeshow and sales seminars

**PUBLICATIONS, PRESENTATIONS & PRESS**

- Gaming Business Review, [Refreshing the tactical RPG genre with Spy DNA](#), August 17, 2016
- Gaming Business Review, [Best practices for developer relations](#), March 11, 2016
- Gaming Business Review, [Oxide Games Launches Ashes of the Singularity and talks about its Nitrous game engine](#), October 22, 2015
- Gaming Business Review [Bright and Shiny at E3: Starbreeze Studio's StarVR](#), June 21, 2015
- [Unity Asset Store publisher](#) (2012-2016)
- Book chapter: [COLLADA Exporter now in the Unity Asset Store published in Game Creation Tools](#), December 2012
- Gaming Business Review, [Future Proofing your Social Media Gaming Pipeline](#), February 25, 2011
- Khronos WebGL Group contracted whitepaper – [Enabling the Immersive 3D Web with COLLADA & WebGL](#), June 30, 2010

**EDUCATION**

- MS - Computer Science - Stevens Institute of Technology, Hoboken, N.J.
- BS - Computer Science/Mathematics - City University of N.Y., N.Y.

**ADDITIONAL**

*Professional Associations:*

Membership in Professional Organizations: Khronos Group contributor member - 2007-2012, 2015, SIGGRAPH 2005 Conference GraphicsNet volunteer, former Web3D Consortium Executive Director, OGA consultant

*Languages and Tools:*

- Web/ cloud: HTML5, Wordpress, Salesforce, git/github, Khronos APIs, WebVR, A-Frame
- Marketing tech, product management tools: Salesforce, Mailchimp, Marketo, Asana, Slack, Trello, Wrike
- Creative: infographics tools, UX tools, Adobe CS tools
- Programming experience: Unity3D/some C#, HTML5
- Organization: Lean Startup principles, Agile/scrum, waterfall and cadence methods