

RITA BRENNAN TURKOWSKI
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EXECUTIVE PRODUCT MANAGER - SUMMARY

Strategic, metrics-driven, detail-oriented product professional with strong communications and proven operational excellence skills. Long term experience with go-to-market process with keen ability to manage multiple, competing priorities. Proven track record of taking ownership and delivering results in fast-paced, dynamic environments.

Silicon Studio, Inc.

Redwood City, CA, 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 B2C or small B2B open source game development tool suite. Driving global product requirements definition, product planning and product design (including MRD & PRDs) of new features and enhancements.

- Guiding technology roadmap driving strategy, methodically executing a go-to-market plan for new mobile focused game engine supporting advanced development of C# based virtual reality games.
- Redesigned UX for all inbound portals (e.g., web site (xenko.com), blog, forum, etc.). Metrics can be provided to show significant adoption growth curve.

M2 Insights | Gaming Business Review (GBR)

Redwood City, San Diego, CA January 2016 – September, 2016

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

Managing Editor – Technology and Tools

Analytical research driving new business for M2 Advisory Group by:

- Using structured interviews and research tools to deliver mobile & PC game tech, AR/VR interviews & industry research to GBR blog and clients
- Uncovered data to provide key analysis to videogame development software customers and hardware providers.

LunarG

Redwood City, CA April 2015 – January 2016

Product Management Marketing Director

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

- Positioned, owned, strategized and specified the product design and definition including wireframes, content, roadmaps
- Crafted messaging and evangelized LunarG SDK to Vulkan developer community
- Introduced and managed developer outreach and support plans
- Project management for company contracts (existing and forthcoming)
- Identified early product strategy's pitfalls, recommended a pivot strategy and managed resources, driving product requirements definition and product design for new features.

Advanced Micro Devices

Sunnyvale, CA April, 2013 – January, 2015

Embedded Gaming Customer 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 (mobile, tablet and casino) game industry customers including driving 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 to mobile app monetization start-up

- 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
- Introduced and drove sales team requirements with product marketing team's 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 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 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.
- Assisted with product marketing and business development/sales teams by developing sales tools for training sales teams.
- Drove outbound communications via social media, newsletters, blogs
- Delivered presentations at tradeshows 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
- Unity Asset Store publisher (2012-ongoing)
- 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, 2015-2017, SIGGRAPH 2005 Conference GraphicsNet volunteer, former [Web3D Consortium](#) Executive Director (2005-2007)

Languages and Tools:

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