

**RITA BRENNAN TURKOWSKI**

[ritaturk@gmail.com](mailto:ritaturk@gmail.com)

650-722-0659

**EXECUTIVE LEVEL PRODUCT MANAGER - SUMMARY**

Strategic, metrics-driven, detail-oriented product professional with strong communications and proven operational excellence skills. Expert with business intelligences processes and best practices 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 – May, 2017**

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

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

Crafted and led strategy for new B2C or small B2B open source game development tool suite. Drove global product requirements definition, product planning and product design (including MRD & PRDs) of new features and enhancements.

- Guided 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, with focus on AR and VR products.

**LunarG**

**Redwood City, CA , Fort Collins, CO 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 Khronos Vulkan standard.

- Positioned, owned, strategized and specified the product design and definition including wireframes, content and roadmaps
- 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, drove 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
- 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
- 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-August, 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. Engaged frequently with key stakeholders to deliver results and set strategy.

- 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
- 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*

Created a go-to-market strategy alongside engineering, senior management and design teams to 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. Shaped 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.

## **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**

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

## **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/UX: Mailchimp, Marketo, Asana, Slack, Trello, Wrike, Balsamiq, Sketch/Invision, Adobe CS tools
- Programming experience: Unity3D/C#
- Organization: Lean Startup principles, Agile/scrum, waterfall and cadence methods