

Laird M. Malamed

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EMPLOYMENT

Oculus VR, Inc, COO and Member of the Board of Directors, Irvine, CA

January 2013 - Present

In charge of all operational aspect of virtual reality gaming start up company, Oculus VR. Overseeing legal, finance, IT, logistics, hardware and HR functions for 20 person Kickstarted company that creates the most affordable, comfortable and realistic VR headsets.

USC School of Cinematic Arts, Adjunct Faculty in Interactive Media Division, Los Angeles

August 2011 - Present

Part-time faculty co-teaching CTIN 491-3L Advanced Games, CTIN-463 Anatomy of a Game and co-leading CTIN 594b Senior Thesis Class.

Creative Learning Technologies Corporation, Pacific Palisades CA, President

June 1993 - Present

Currently supporting The Electric Company and MIT with consultant services in video games and education. Previously, CLTC produced The TOS Symposium (Long Beach, CA and Boston, MA), the first and second international conferences on repetitive stress injuries and neuro-entrancements.

SMU Guidhall, Adjunct Faculty in Video Game program, Plano, TX

May 2012 – July 2012

Part-time faculty developing and teaching intermediate video game production class. Mix of in person and distance learning class – the middle of three courses in the production minor.

Activision Publishing, Santa Monica CA, **Sr. Vice President Production and Head of Development**

January 1995 – December 2011

As **Sr. Vice President & Head of Development** (2011) oversaw new game launch of **Skylanders Spyro's Adventure** (created at Toys For Bob, Vicarious Visions, RO Design, Xpec and Frima). Managed internal development studios, head count, budgets and operations and oversee production of development and hardware. Additionally, served as Head of Production for entire Activision Publishing slate of games and in charge of Music Licensing Team and Industry Talent Acquisition teams (across all Activision Publishing functions). Left to pursue educational learning and digital gaming.

As **Sr. Vice President & Head of Development** (2008-2010) oversaw five wholly owned development studios (Vicarious Visions, Toys for Bob, 7 Studios, RO Design, Radical and FreeStyleGames). Managed development studio slates, head count, budgets and operations and oversee production of their games, hardware and manufacturing for the Guitar Hero and later the Owned Business unit (internally owned and developed properties). Continued as Head of Production as well.

As **Head of Production** (2007-2008), supervised entire licensed, internal IP and music software titles. Delivered 80 average game rating (up 2 pts from previous year) and all titles on time and nearly all on budget. Established new production guidelines for projects and implemented consultant project to help improve working processes and morale. Created internal identify of Production Management Group.

As **Vice President** (2003-2007) was sent overseas to reorganize and streamline European Studios operations. Oversaw all European development (mainly strategy games) and established excellent relations with European developers and Activision. Relocated at company's request back to LA in 2004.

As **Sr. Executive Producer** (2000-2003) for online gaming and Raven Software studios. Helped create the **Call of Duty** franchise. Assisted with signing and acquiring developers (Infinity Ward, Gray Matter, Spark). Oversaw production side of Star Trek and Soldier of Fortune franchises. **Call of Duty** Game of the Year in '02. **Return to Castle Wolfenstein** PC and Multiplayer game of the Year in '01.

As **Global Brand Manager** (1998-2000): Global Marketing Manager for all Star Trek Projects and Online Gaming.

As **Creative Director** (1996-8): Directed **Zork Grand Inquisitor** (PC Adventure Game of the Year)

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As **Technical Director** (1995-6): Led programming

Promoted from Associate Producer. Technical directed **Zork Nemesis** computer CD-ROM product. Duties included overseeing all technical aspects of the game, working with budgets, contracts, schedules, design and directing technical aspects of computer game. Involved heavily in writing of game and design of puzzles.

Sony Pictures Entertainment, Culver City, **Sound Effects Editor**

March 1994 - December 1994

Effects Editor on various television shows and feature films. Also responsible for organizing and performing all Sonic Solution Noise Processing (sound clean-up and filtering). Projects included *Mad About You*, *Party of Five*, *Sweet Justice*, *Walker Texas Ranger*, *Following Her Heart*, *Serving in Silence*, *Dr. Quinn*, *Momma Mia* (Supervisor), *The Good Policeman* (Supervisor), *Curse of the Starving Class*.

Paramount Pictures, Hollywood, CA, *Clear and Present Danger*, **Assistant Editor**

June 1994 – Director: Phillip Noyce

Digital assistant duties.

Walt Disney Pictures, Burbank, CA, *Quiz Show*, **Assistant Sound Editor**

December 1993 - March 1994 – Director: Robert Redford

Assisted with digital post-production.

Lucasfilm Ltd., Nicasio, CA, *The Young Indiana Jones Chronicles*, **First Assistant Sound Editor**

August 1991 - October 1993 – Executive Producer: George Lucas

First Assistant Sound Editor on television version of the Indiana Jones franchise. Hired out of graduate school program at USC.

OTHER ACTIVITIES

Contributor, The IndyCast Podcast

September 2009 - Present

Frequent contributor to the bi-weekly Indiana Jones Podcast including providing audio segments and co-hosting the quarterly John Williams specials.

Publisher, www.runlairdrun.com

February 2011 - Present

Financial Management Advisors, Los Angeles, Member, Board of Managers

1999 - 2008

Involved in all board decisions of family investment business, including growth strategies, investment products, marketing and personnel. Company was sold in May 2009 to First Western Bank of Denver, Colorado.

Academy of Interactive Arts and Sciences, Los Angeles, Member, Board of Directors

2000 - 2002

Served on Board of Directors. Part of board that created the annual DICE conference.

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EDUCATION

University of Southern California, Graduate School of Cinema-Television

January 1989 – May 1992, completing thesis 2013

Attended Masters in Production program. Key Special Projects: Programmer on “Who Framed Roger Rabbit?” critical investigation and sound mixer for Architectural Film Project/Conference.

Massachusetts Institute of Technology

September 1985 – January 1989

Graduated Bachelor of Science in Film and Media Studies with a joint major in Aeronautical and Astronautical Engineering. Directed two films focusing on different aspects of student life, produced plays for student drama group, played Junior Varsity Tennis, and served in dormitory government.

EDUCATION SEMINARS

“Fundamentals of Finance for the Technical Executive,” MIT Sloan School of Management

May 2007

“Accounting for the Small Business Owner,” Marin Community College

September – December 1993

ACADEMIC PAPERS

Fullerton, Tracy, Laird Malamed, Nahil Sharkasi And Jesse Vigil, "Designing History: The Path To Participation Nation" ACM Siggraph Game Papers, New Orleans LA, August 2009.

CONFERENCES AND EDUCATION RELATED PROJECTS

First Person Action Games and Number Sense, University of Rochester, NY, Founding Partner

2010 - Present

Consulting on research project led by University of Rochester and Johns Hopkins investigating use of first person action games to team math and number abilities to pre-teens. Awaiting grant response from the NSF.

Collegeology, Los Angeles, Advisory Board Member and Industry Consultant

2007 - Present

Consulting on joint project primarily between USC Cinematic Arts and USC Rossier School of Education on game system to help inner city high school students learn about and prepare for college.

Participation Nation, Los Angeles, Executive Consultant

2005 - 2008

Consulted on CPB grant project with KCET and USC Cinematic Arts Interactive Division on game prototype teaching high school students constitutional history.

Other Projects/Appointments:

2013 (March 15-17)

ESCONS II Brain and Cognitive Science Conference – Advisory Committee member for 2013 event

2012

IndieCade Game U Conference, Culver City CA, Advisor and Speaker

Organizing committee – The White House Well-being and Attentional Control through Games and Interactive Media: A Neuroscientific Approach

Member, Cooney Center’s “Games and Learning Publishing Council”

“Collegeology Games” Panel at Games for Change Festival 2012

Judge, National STEM Video Game Challenge 2012

Judge, Monte Jade of Southern California, Entrepreneur Scholarship Prize

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2011

Member, Cooney Center's "Games and Learning Publishing Council"
Thesis Advisor, "Mother Nature." Diane Tucker, Project Lead. USC School of Cinematic Arts.
Steering Committee Member & Panel Host, "JGCC Leadership Forum: Learning from Hollywood", joint conference between Cooney Center and USC, May 2011
Judge, National STEM Video Game Challenge 2011
Panel Member, "Translating Neuroscience into Marketable Therapeutic Interventions," Entertainment Software applied to Cognitive Neurotherapeutics Society, UCSF, September 2011
Speaker at various high school classes

2010

Thesis Advisor, "SEEDS." Nahil Sharkasi, Project Lead. USC School of Cinematic Arts.
Guest Lecturer, USC School of Cinematic Arts.
Panelist, "From NPR to NPG: National Public Games," 2010 Games For Change Conference, NYC
Jury Member, Cooney Center Prizes for Innovations in Children's Learning
Activision Independent Game Contest, Evangelist/Judge
Photographer, "The Return to Judaism: Descendants from the Inquisition Discovering Their Jewish Roots" by Sandra Malamed, Daniel and Daniel Publishers

2007 - Present

Speaker at various high school classes

2006

Panelist, "Big Screen to Game Console: Case Studies," Game Developer's Conference, San Francisco

2003

Panelist, "Secrets of Localizations," Game Developer's Conference, San Francisco
Photographer, "The Jews in Early America: A Chronicle of Good Taste and Good Deeds" by Sandra Malamed, Fithian Press

Currently Member: Academy of Television Arts and Sciences, USC School of Cinematic Arts Alumni Development Council, MIT Council for the Arts, co-chair of the MIT Club of Southern California's K-12 Learning Committee, Friends of the Alliance Council (Alliance for Children's Rights Charity)

Interests: Marathon Running, Games, Education, Photography, Philanthropy, History, Travel

PROJECTS

2014 (planned)

Radix (Flash MMO) (consultant)

2012

Collegeology Mission: Admission (FaceBook) (consultant)
Collegeology Middle School Game (Unity Downloadable game) (consultant)
Refraction (Flash) (consultant)
GreenStreet Common: Unleash the Loot (iOS) (Executive Producer)

2011

Skylanders Spyro's Adventure (Console, PC/Mac, Web, 3DS, iOS/Android)
Call of Duty: Modern Warfare 3
Guitar Hero Music Packs
DJ Hero Music Packs

2010

DJ Hero 2 (Console, music packs)
Guitar Hero Warriors of Rock (Console, music packs)

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Guitar Hero: iPhone (iPhone)
Call of Duty: Black Ops (Console, PC, NDS)
Spider-Man Shattered Dimensions (Console, NDS, PSP)
GoldenEye (Wii, NDS)
James Bond Blood Stone (Console, PC, NDS)
Top Shot Elite Hunter (Console)
Tony Hawk Shred (Console)
Blur (Console)

2009

DJ Hero (Console)
Guitar Hero 5 (Console, music packs)
Guitar Hero: Van Halen (Console)
Guitar Hero: Smash Hits (Console)
Guitar Hero: Modern Hits (NDS)
Guitar Hero: Metallica (Console)
Wolfenstein (PC, Console)
Wolverine (Console, Handheld, PC)
Monsters vs. Aliens (Console, Handheld, PC)
Tony Hawk Move (Handheld)
Marvel Ultimate Alliance 2 (Console, Handheld)

2008

Spider-Man: Web of Shadows (Console, Handheld, PC)
Madagascar 2 (Console, Handheld, PC)
Guitar Hero: World Tour (Console, music packs)
Guitar Hero: Aerosmith (Console)
Guitar Hero: On Tour (NDS)
Guitar Hero: On Tour Decades (NDS)
Transformers Animated (NDS)
Tony Hawk's Motion Pak (NDS)
Call of Duty: World at War (Console, Handheld, PC)
Kung Fu Panda (Console, Handheld, PC)
Kung Fu Panda: Legendary Warriors (Console, Handheld, PC)
Quantum of Solace (Console, Handheld, PC)

2007

Guitar Hero III (Console, music packs)
Spider-Man 3 (Console, PC, Handheld)
Enemy Territory: Quake Wars (PC, Consoles)
Transformers (Console, PC, Handheld)
The Bee Movie (Console, PC, Handheld)
Tony Hawk's Proving Ground (Console, PC, Handheld)
Spider-Man: Superheroes Unite (Console, PC, Handheld)

2006

Marvel Ultimate Alliance (Console, PC, Handheld)
Spider-Man Battle for New York (Handheld)
Over the Hedge: Hammy Goes Nuts (PSP)
DOOM for Xbox Live Arcade (Xbox 360 download)
Over The Hedge (Console, PC, Handheld)
X-Men: The Official Game (Console, PC, Handheld)
The Movies: Stunts & Effects (PC)

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2005

The Movies (PC)
Shrek SuperSlam (Consoles, PC, Handheld)
Madagascar (Consoles, PC, Handheld)
Madagascar: Operation Penguin (Handheld)
Quake IV (PC, Console)
Rome: Total War Expansion (PC, sold to SEGA before release)
Second Sight (Consoles, rights reverted to Free Radical in 2004)

2004

Rome: Total War (PC)
Call of Duty: Finest Hour (Console)
DOOM 3 (PC, Console)
Lemony Snicket's A Series of Unfortunate Events (Console, PC, Handheld)
Shrek Tale (Console, PC, Handheld)
Shrek 2 (Console, PC, Handheld)
Shrek 2: Puss 'n Boots (Handheld)

2003

Call of Duty (PC)
Return to Castle Wolfenstein (Console)
Jedi Knight: Jedi Academy (PC, Console)
Wolfenstein Enemy Territory (Download)

2002

Jedi Knight II: Jedi Outcast (PC, Console)
Soldier of Fortune 2 (PC, Console)

2001

Return to Castle Wolfenstein (PC)
Quake III (Console)
DOOM 1 and 2 (Handheld)
The Weakest Link (Console)
Star Trek: Voyager – Elite Force Expansion (PC)

2000

Star Trek: Voyager – Elite Force (PC)
Star Trek: Armada (PC)
Quake III: Team Arena (PC)
Soldier of Fortune (PC)

1999

Star Trek: Hidden Evil (PC)
Beneath (PC, unreleased)
Legend of the Five Rings (PC, unreleased)

1998

Zork Grand Inquisitor Special Edition (DVD)

1997

Zork Grand Inquisitor (PC)
Zork: The Undiscovered Underground (Download)

1996

Zork Nemesis (PC)