

**Garry E. Kitchen**  
**<http://www.garrykitchen.com>**

contact info available  
by request

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**EDUCATION**

**Bachelor of Science, Electrical Engineering, 1980**  
Fairleigh Dickinson University, Teaneck, New Jersey  
Eta Kappa Nu Honor Society, 1979-1980  
Engineering Merit Scholarship - Matsushita Corp, 1978-1979

**AFFILIATIONS**

AIAS - Academy of Interactive Arts and Sciences  
IGDA - International Game Developers Association  
IEEE - Institute of Electrical & Electronics Engineers  
BOSSLEVEL - The World's Top 100 Game Developers (by invitation only)  
*Elite Expert* for IMS Expert Services, Pensacola, Florida  
Eta Kappa Nu Honor Society  
Gerson Lehrman Group Councils  
Guidepoint Global (FNA Vista Research - Society of Industrial Leaders)  
Coleman Research Group

**RECENT ACCOMPLISHMENTS**

**2008** - In response to a dramatic shift in the investment environment, as a senior member of management (COO), I participated in the repositioning a \$0 revenue investment-backed venture into a successful digital publishing business in the span of 7 months. My contributions to this effort included participation in the rethinking of the business strategy, initial technical R&D, proof-of-concept product development, and product line strategy.

**EXPERIENCE**

- 30 years of technical management experience running game development companies, with an unmatched 14 years of management experience in Internet gaming.
- Strategic business planning - a history of anticipating and influencing industry trends with pioneering initiatives:
  - 1980** Back-engineered the Atari 2600 in anticipation of the video game revolution
  - 1986** Established the 1st North American-based Nintendo development studio
  - 1996** Pioneered *Advergaming* with development of LifeSavers' Candystand.com
  - 2005** Applied dynamic in-game advertising technology to casual games - CGN
  - 2008** Partnered in the launch of a leading iPhone publisher
- Hands-on technical and creative experience in all genres of game development, including console, PC retail and download, online, mobile and dedicated electronic.

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### EXPERIENCE

(cont'd)

- Expertise in developing comprehensive business plans, with application toward raising investment capital, either through IPO or private equity investment.
- Recognized as an industry expert in online gaming by numerous trade conferences, including Digital Hollywood, iMedia Breakthrough, GDC, CES, Gamer Technology Conference, Casual Game Conference, Advertising in Games conference, DMEXPO, VNU Digital Marketing conference, National Cable Show.
- Experience in dealing with broadcast and print media, including CNBC, ABC Eyewitness News, CNN, Good Morning Atlanta, The Today Show and various consumer and trade publications.
- Personally developed video game software products generating career retail sales in excess of \$350 million.
- Co-founded Skyworks Technologies, Inc., an industry pioneer in *Advergaming* - sponsorship-supported video games used as advertising vehicles. Skyworks was named a Top 50 Interactive Agency by Advertising Age for the years 2003 and 2004. Skyworks' client list included Nabisco/Kraft Foods, BMW, Toyota, Ford, PepsiCo, Campbell's, Fox Sports, CBS, Mattel, Weather Channel, Microsoft Network, Yahoo!, Miller Brewing Company, GlaxoSmithKline and MTV.
- Developed strategy and business plan for the Casual Games Network (CGN), Skyworks' initiative applying dynamic in-game advertising to online casual games, partnering with Massive Incorporated.
- Co-founded Absolute Entertainment, Inc., console game publisher licensed by Nintendo, Sega, Sony, 3DO and Atari and video game developer of over 100 marketed titles from 1986 to 1995, generating product retail sales of over \$300 million. Successfully lead Absolute through oversold IPO, raising \$12 million.
- Consulted for RCA David Sarnoff Research Labs (1986-1987) on entertainment applications of Digital Video Interactive (DVI), the first technology to store digital full-motion video on a CDROM.
- Designed & programmed Atari 2600 adaptation of hit arcade game Donkey Kong, 1982 wholesale revenues in excess of \$100 million on 4 million units.
- Conceived, designed and developed Bank Shot, an innovative electronic pool game marketed by Parker Brothers, named "10 Best Games of 1980", *Omni Magazine*.
- Back-engineered Atari 2600 game system in 1980, creating one of the first third party 2600-compatible game cartridges - Space Jockey.
- Performed as Legal Expert Witness in numerous cases involving patents, intellectual property, video games and software development for clients including Konami Entertainment, Nintendo of America, NCR, Taito and Activision.

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## **EMPLOYMENT HISTORY**

### **President/CEO**

AppStar Games Inc., Paramus, New Jersey  
February 2010 - Present

### **President/CEO**

SGK Services Inc., Franklin Lakes, New Jersey  
March 2007 - Present

### **Chief Operating Officer**

Skyworks Interactive, Inc., Hackensack, New Jersey  
December 2007 - September 2009

### **Chairman, President & CEO**

Skyworks Technologies, Inc., Hackensack, New Jersey  
November 1995 - December 2007

### **Chairman, President & CEO**

Absolute Entertainment, Inc., Upper Saddle River, New Jersey  
March 1986 - November 1995

### **Senior Designer**

Activision, Inc., Mountainview, California  
June 1982 - March 1986

### **President**

Imaginative Systems Software, New Milford, New Jersey  
November 1981 - May 1982

### **Engineer/Designer**

James Wickstead Design Associates, Cedar Knolls, New Jersey  
April 1976 - October 1981

## **HONORS AND AWARDS**

- Nomination as an *Elite Expert* by IMS Expert Services  
*IMS Expert Services (www.ims-expertservices.com) - 2009*
- Nomination to the Advisory Committee: “Reinventing Advertising: VOD, PVR, Broadband, Games, PODs & Mobile Consortium”  
*Digital Hollywood - 2005, 2006*
- Lifetime Achievement Award in Video Games  
*Classic Gaming Expo - 2003*
- New Jersey Entrepreneur of the Year - Finalist  
*Inc. Magazine, Merrill Lynch and Ernst & Young - 1993*

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## **HONORS AND AWARDS**

(cont'd)

- Best Simulation Game  
Super Battletank  
*Game Informer Magazine* - 1992
- Lifetime Achievement Award in Video Games  
*The Doctor Fad Show*  
Syndicated educational television program - 1990
- Video Game Designer of the Year  
*Computer Entertainer Magazine* - 1985
- Best Creativity Product - Nominee  
Garry Kitchen's GameMaker  
*SPA Excellence in Software* - 1985
- Video Game of the Year - Certificate of Merit  
Keystone Kapers  
*Electronic Games Magazine* - 1983
- U.S. Patent #4,346,892  
Bank Shot  
Electronic Pool Game marketed by  
Parker Brothers - 1981
- Ten Best Games of 1980  
Bank Shot  
*OMNI Magazine* - 1980
- The Games 100 - The Top 100 Games of 1980  
Bank Shot  
*Games Magazine* - 1980
- Engineering Merit Scholarship  
Panasonic / Matsushita Corporation of Japan  
Fairleigh Dickinson University - 1978, 1979