

# Scott Foe

scottfoe@gmail.com



## Are you looking for Impact Product?

Scott Foe is a hitter, with over a decade's experience in conceiving, creating, and marketing revolutionary videogame product. Foe knows that the road to hell is paved with pretty PowerPoint slides: A seasoned and senior producer, Foe excels at developing entertainment property, taking that property from scribbles on the corner of a whiteboard and executing all the way to salable, celebrated content.

## Scott Foe is looking for you!

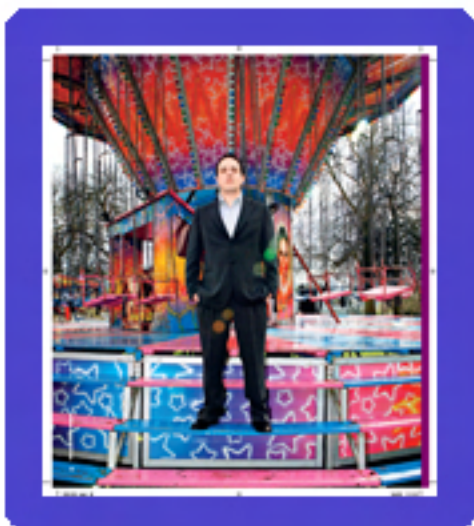
Your organization matches responsibility with authority. Your organization needs strong games management and leadership – a miracle talent for cat herding. Your organization yearns for that product breakthrough that will explode across the internet to a chorus of “Amazing!” Your organization could use a quarterback for capturing the imaginations of the media, the time and the money of the consumer. Scott Foe is looking for a senior position in your organization.

# The Press

September 2008: Edge Magazine

## "A Scott with a plan"

"Foe's keenly but creatively commercial attitude gives videogame marketing a good name." (article)



June 2008: Edge Magazine

## "Great Scott"

"Foe's background makes him unwise to ignore." (feature)



May 2007: Edge Magazine

## "Pushing Gaming's Buttons"

Listed alongside Phil Harrison and Gabe Newell as one of eight talents that will change the face of gaming over the course of the next decade. (cover feature)



August 2006: Escapist Magazine

## "Three Under 30"

"Like film and television, gaming has its wunderkinds, young stars that shatter expectations of accomplishment." (feature)

# The Games

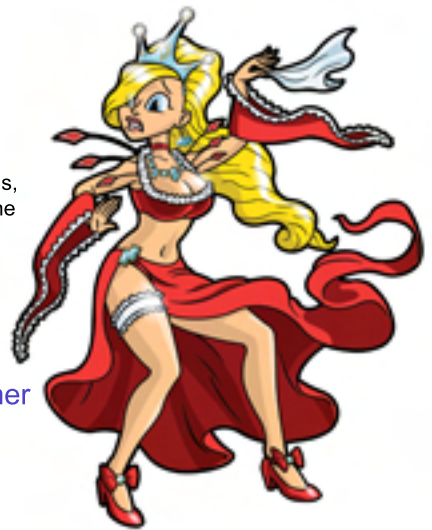
## As Executive Producer ...

Scott Foe was responsible for all aspects of the game development and launch pipeline: From game conceiving and creative direction, to executing on implementation, to quality assurance and launch marketing management, Foe managed and directed seven-figure production budgets and six-figure test and marketing budgets. With Foe based at Nokia in San Francisco, teams were distributed, with development, test, and marketing resources located at various sites across the globe – remote workflow technologies such as ActiveCollab and agile production methodologies such as Scrum were employed. All of Nokia's titles launched globally, with no less than five languages (and in the case of Reset Generation, seven languages) available at launch. All titles included a significant web presence, with community features far above and beyond the standard rankings and forum fare – embeddable replay widgets, text-to-speech game world announcers, player pages, and more.

## Reset Generation

### Published by Nokia

Reset Generation is the world's first game about videogames: Plumbers, Hedgehogs, and Level 50 Elves drop blocks, fire cannons, and, of course, rescue princesses! The most-played N-Gage game in history, Reset Generation boasts a cumulative review average of 9.28, making Reset Generation, as of this writing, possibly the highest-rated mobile title ever created. Reset Generation is Nokia's first cross-platform title, appearing both on the web (as an embeddable widget) and on the mobile handset, with the ability to seamlessly play online between up to four clients of any kind.



“Among the finest portable games ever made” – Pocket Gamer

“A mobile phone crack addiction” – MTV

“A game that demands attention” – Edge Magazine



## Pocket Kingdom: Own the World

### Published by Sega

Pocket Kingdom was the world's first global, massively multiplayer mobile game: Players controlled a Pocket Kingdom, where they would collect and combine armies of fantasy creatures, and then battle those armies against other Pocket Kingdoms from around the globe. Also featured was the ability to create and combine thousands of pieces of equipment, which could be used in battle or bought and sold at global (online) auction. At launch, the average Pocket Kingdom player played 7.3 hours a month, making Pocket Kingdom possibly the most-played connected mobile game in the world at that time.

“The ultimate online game” – GameSpy

“A daily addiction” – 1UP

“An excellent game – the sleeper hit” – Penny Arcade

# Background

## At Sega ...

Scott Foe joined Sega in the Spring of 1999 as a member of the Dreamcast product development team, specifically tasked with aiding in the design, planning, and development of the Dreamcast Network – the world's first online console games platform. During that time, Foe had varying degrees of participation in the development and launch of most every network title that Sega produced, including Chu Chu Rocket, Phantasy Star Online, Bomberman Online, and the 2K Sports series.

Once the Dreamcast had been discontinued, Foe's role changed from that of principal engineer to that of product manager, defining and managing the Sega Network Application Platform (SNAP), a technology which, along with Sega human resources, was leased by Sega to both Capcom and Nokia for enabling network games on PlayStation2, GameCube, and mobile. In his time as product manager of SNAP, Foe had varying degrees of participation in the development and launch of every SNAP title, including Monster Hunter, Resident Evil Outbreak, and Pathway to Glory. Also during this time, Foe conceived and detailed the product design for the first iteration of the N-Gage Arena – the world's first online mobile games platform.

SNAP was acquired by Nokia in 2003 for an eight-figure sum.



2007 – 2008

University of California, Berkeley  
Center for Executive Development  
Modules: Product Marketing  
Management, Negotiations

1996

Kyoto Seika Daigaku  
Certification of Proficiency: Japanese

1995 – 1999

Antioch College  
BS Physical Science  
Concentration: Mathematics  
Concentration: Computer Science

# Community



## Speaker, Games

Game Developer Conference, Harvard Berkman Center: State of Play, Austin Game Developer Conference, Digital Media Summit, Montreal International Game Summit, Edinburgh Interactive Festival, Penny Arcade Expo, others ...

## Speaker, Marketing

Brand Science Institute, Marketing Week Conferences, Game Marketing Conference, Marketing 2.0 Conference, others ...

## Speaker, Mobile

Game Developer Conference: Mobile, CTIA Wireless, Mobile Content World, others ...

## Talk Shows

Level Up,  
Electric Playground,  
others ...

## Published

Business & Legal Primer  
for Game Development  
(contributor)



2005 – 2009

Academy of Interactive  
Arts & Sciences

Peer Panel Leader,

2008 Interactive Achievement  
Awards Presenter,

2008 Poker Tournament  
Co-Champion

2005 – 2009

International Game

Developers Association

Mobile SIG Board,

2007 Developers' Choice  
Awards Board



## Lecturer

UC Berkeley Haas School of Business:  
Product Management Graduate  
Program, Massachusetts Institute of  
Technology: Comparative Media Studies  
Program (Product Marketing), others ...

# Kudos

“He is an innovator, but more than that, he can rally a team to execute on those innovations. This makes him an asset to any organization looking for a breakthrough.”

- Jamil Moledina, Former Executive Director, GDC

“While most people who share the level of genius and passion are not so pleasant to work with, Scott is, and his ability to keep morale high even when everything seems to work against the team is brilliant.”

- Kurre Stahlberg, Senior Programmer, Reset Generation

“Although he does not make too much noise about it, he knows a lot about programming and networking -related areas as well, which makes him easy to work with for people representing the technical wing of the game development team - like myself.”

- Joonas Tamminen, Network Lead, Reset Generation

“He's one of the rare few in this industry who understands and combines the fun of game design with the reality of marketing.”

- Scott Miller, Co-Founder, 3D Realms & Radar Group

“Scott Foe is, simply, a masterful game developer. He understands that the core of great marketing and the core of great gameplay are at root the same - engaging the interest of the audience at every level. If I were to ever create a game studio, Scott Foe would be its creative director. As an entrepreneur, that's the highest compliment I can offer.”

- Alexander Macris, Publisher, The Escapist

“Scott Foe is one of the most creative people I know. Add to that his feel for current "vogue" and a strong drive to see a vision through to completion, and you have the makings of one great producer. Scott was great to work for and I'd not hesitate to work for him again.”

- Ed Rotberg, Creator, Battle Zone

“If he was making games for more widespread platforms I think we would see his name frequently compared with designers like Doug Church, Michel Ancel, and David Jaffe. Scott knows how to take the appropriate design risks to make his games unique and fun while still remaining accessible.”

- Mark Deloura, Former Editor-in-Chief, Game Developer

“Scott is a very smart game designer who comes up with very smart ideas which, crucially, he can back up with the willpower and skills necessary to make those ideas into something worth a damn. Professional and fulfilling to work alongside, and a lot of fun to hang out with, too. Also looks good in tight pants.”

- Ben “Yahtzee” Croshaw, ZeroPunctuation