

PETER ANTHONY CHIDO

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Executive Summary

- 25+ years games industry experience as an award-winning Product Development Director, Designer, and Production Manager;
- Shipped 230+ AAA, AA, and casual SKUs based on licensed-brands, pro athletes/Olympians, proprietary tech, and original IP for console, mobile, PC, AR, and social media platforms;
- Managed/mentored a 7-person Production Management team and simultaneously produced technically complex engine platforms and million unit+ selling games;
- Extensive experience directly managing internal and external software development teams, and independent animation, audio, and art content creators, worldwide;
- Negotiated and executed license agreements with world-renowned brands, musicians, and pro athletes;
- Experienced Internal Studio Manager whose tech and individual game titles attracted a \$12M investment;
- Experience with Redmine, Mantis, Jira, Atlassian, Asana, Apple's content creation tools, Adobe Creative Suite, Microsoft Office Suite, Unity, Android Studio, and more;
- As a Product Development Director, worked with cross-functional teams and external distribution/sales partners to build the world's 6th biggest publisher of Nintendo hardware compatible software;
- Designed and produced "serious games" training tools and simulations for military, intelligence, and healthcare organizations;
- Designed, developed, and monetized original IP through a portfolio of games, apps, interactive books, and digitally distributed music;
- 10 years consulting experience as an independent Production and Quality Assurance Manager;
- 5 years experience as Founder and President of a publicly traded (microcap) digital content publisher.

Core Professional Experience

Soul and Vibe Entertainment, Inc. | Soul and Vibe Publishing, Inc.

2011 - Present

Founder | President

Minneapolis, MN. | Salt Lake City, UT.

Subsidiaries of *Soul and Vibe Interactive Inc.*, a publisher of games, games-related content, apps, interactive books, and digitally distributed music, for console, mobile, personal computer, social media, and AR/VR platforms.

- Managed the Company's production and design process for its licensed-brand and proprietary IP-based product portfolio. Directly managed design, product scope, budget, and "agile" milestone development methodologies via contract-defined schedules with "3rd Party" studios and contractors, internal QA, and Licensors;
- IP Development and Product Design, inclusive of core play mechanic and feature pillar definition, play progression, UI, story and dialogue script writing, voice-over performance and cinematic scoring direction, and "reward" systems;
- Negotiated/executed development-publishing and independent contractor agreements with "3rd Party" game and app development studios and graphic design, music, sound effect, and animation content providers, world-wide;
- Product launch coordination with internal QA: Compliance and functional testing disciplines, in-app ad network testing (ad monetization and user incentive rewards), localization prep., Redmine database management, and "Go/No Go" product ship reviews based on Program Management, QA, Legal, Financial, and Licensor assessments;
- Negotiated/executed license agreements with publishing partners. Negotiated and executed agreements with General Mills (Wheaties and various breakfast cereal and food-product mascots) and John Deere for licenses that enable "Soul and Vibe" to develop and publish licensed-brand interactive products;
- Negotiated/executed publishing licenses: Microsoft (Xbox), Sony (PlayStation), and Nintendo (Wii, Wii U, and 3DS);
- Developed two "companion" publishing labels as revenue-generating cross-marketing vehicles for games and apps:
 - *Soul and Vibe Music*: Soundtracks, music singles, and DJ remixes distributed via streaming and digital download. Albums and individual tracks are available on iTunes, Apple Music, Spotify, Google Play, Amazon, Pandora, Deezer, Tidal, YouTube, Saavn, Beats/MediaNet, Microsoft Groove, ClaroMusica, etc. Individual tracks are copyright protected, tagged for monetization, and recognized by Shazam;
 - *Soul and Vibe Books*: Interactive storybooks based on licensed-brands and proprietary IP. Each book is digitally distributed via The App Store, Google Play, and Amazon (for both Android and Kindle platforms.)

Destineer Games**2003 - 2011**

Director of Product Development
Minneapolis, MN.

External Development Director (April 2006 to February 2011)

- Created/implemented a design and development process that led to the release of 100+ frontline and casual games in 4 years. This positioned Destineer as the world's #6 developer-publisher of Nintendo hardware compatible games;
- Produced and co-designed the critically acclaimed "Stoked" open world/sandbox snowboarding series (Xbox 360 and PC) and the million unit+ selling "Summer Sports" (Wii) for North American, European, and Japanese markets;
- Managed/mentored a 7-person Program Management team, oversaw world-wide development of console and PC games via contracted developers, and managed localization with partners in Europe and Japan (Ubisoft and Zushi);
- Managed the production process across functional teams. Worked with Creative Marketing to maintain cohesion between product, packaging, and publicity. Defined compliance and functional test priorities with internal QA staff;
- Developed relationships | negotiated agreements with developers, licensing agents, Olympic champions, professional athletes, musicians, and toy companies. Prepared and pitched concepts to prospective licensors;
- Created multi-year proprietary engine and product development strategies with 3rd Party studios that targeted goals and objectives set by Destineer and its investors. Conducted prospective development partner due-diligence;
- Liaison with "1st Party" licensors: Nintendo, Sony, and Microsoft;
- Directed motion capture and voice-over sessions with contracted talent (at both 3rd Party and internal facilities.)

Internal Development Director (November 2003 to December 2006)

- Directed internal development and design of frontline games & engine platform technology for Xbox/Xbox 360/PS3/PC/Mac and simultaneously managed the company's Minneapolis, MN.-based internal studio (35+ persons);
- Internally developed products for which I was responsible secured a \$12m capital raise in 2006. This was the second largest capital raise in the interactive industry for the year;
- Produced and designed "serious games" training tools and simulations for the United States Marine Corps ("USMC") and the Defense Advanced Research Projects Agency ("DARPA").

Microsoft Corporation**2000 - 2003**

Program Manager (Xbox)
Redmond, WA. | Salt Lake City, UT.

- Led internal development of "Amped 2" from engine and game prototype to project green light and retail release;
- Coordinated localization of original Xbox launch software for European and Japanese markets;
- Coordinated test sessions with internal usability department to obtain feedback on prototype projects and features;
- Liaison between Xbox Group and Salt Lake Games Studio through Xbox launch and first three years of its life cycle;
- Brand Manager of Xbox LIVE enabled games that fell under "XSN Sports" (The Xbox Sports Network), Microsoft's online sports league and tournament service. Co-designer of www.xsnsports.com and launch features. Co-defined strategy for expansion of the XSN Sports brand, and the www.xsnsports.com site, through 2005;
- Presented game proposals to Steven Spielberg and Mark Hamill for Xbox games based on their own IPs;
- Community Outreach: Inspirational speaker on behalf of Microsoft for university and high school students.

GT Interactive**1998 - 2000**

Producer
San Francisco, CA. | New York, NY. | Salt Lake City, UT.

- Brand Manager of racing titles that fell under the "Strategy and Simulations" business unit;
- Managed relationship with the Indy Racing League ("IRL") and all licenses, sponsors, and brands affiliated with the Indianapolis Motor Speedway and the IRL. Coordinated reference asset collection with licensors. Producer of GT Interactive's suite of IRL projects, one of which was rated by Nintendo of America's "Mario Club" as the highest rated "3rd Party" developed racing game (1999);
- Identified target demographics and positioning for prospective and in-development products for several IPs on various platforms: PC, PlayStation, Nintendo 64, and Game Boy Color. Defined product placement opportunities with OEM Department.

SingleTrac (a GT Interactive Studio)**1996 - 2000***Product Marketing Manager and Game Designer*
Salt Lake City, UT.Product Marketing Manager

- Prepared IP pitch presentations to portfolio managers at Sony Computer Entertainment of America ("SCEA"), Microsoft, and GT Interactive;
- Co-Directed IP logo creation, product packaging designs, product print advertising pieces, in-store displays, and product promotional materials for trade shows, publicity events, and press tours;
- Co-Directed development of corporate logo and identity with "3rd Party" PR, design, and advertising firms;
- Maintained product continuity between production, packaging, and publicity, and identified target demographics and positioning for internally developed IP;
- Coordinated focus test groups with client companies SCEA, Microsoft, and the studio's home city to obtain concept and game play feedback on in-development products.

Game Designer

- Helped create IP for console and PC. Duties included concept and play mechanic development, creative writing, character creation and development, and story boarding. Worked closely with technical directors, concept and production artists, and "3rd Party" design firms;
- Creative Direction: Set product vision with internal development teams. Created IP style guides and managed cinematic and user interface asset production with internal artists and "3rd Party" design firms.

ElectroBrain Corporation**1990 - 1995***Production Manager*
Salt Lake City, UT.

- Responsible for the Company's Nintendo and Sega console-specific product portfolio. Directed "3rd Party" production teams, worldwide. Managed the Company's affiliate publishing label relationship with Absolute Entertainment;
- Created relationships with Evans and Sutherland (potential equity position), Warner Bros. and D.C. Comics, The Marvel Comics Group, Landmark Entertainment Group, Nickelodeon, MTV, and Conceptual Realities, Inc. (IP acquisition and licensing);
- Developed and implemented a QA program consisting of over 100 individuals for concept evaluation and testing (compliance/functionality) of console games. Created customer service support and 1-900 "hint" telephone channels;
- Authored instruction manuals and packaging copy.

Awards

- Stoked (Xbox 360). Nominated 'Sports Game of the Year' (2009) by GamePro Magazine;
- Close Combat: First to Fight (Xbox, PC, and Mac). 'Top 10 Co-Op Game' (April, 2004) by IGN.com;
- Amped 2 (Xbox). Nominated for 'Best of Show (sports), 'Top 10 Product of Show' by IGN.com, and voted 'Best Extreme Sports Game of E3' by Team Xbox at E3 2003;
- Brain Bender (Game Boy). 'Best, and Most Innovative, New Puzzle Title' by Game Players Publications;
- Tommy Moe's Winter Extreme Skiing and Snowboarding (Super Nintendo). 'Best of Show' by Nintendo Co. Ltd. and Nintendo Power Magazine at the 1994 Winter CES and 'Outstanding Design' by Bytes Magazine;
- Best of the Best Championship Karate (Super Nintendo, Sega Genesis, NES, and Game Boy). 'Best Genesis Sports Product of 1993' by Sega Co. Ltd.;
- Boxing Legends of the Ring (Super Nintendo and Sega Genesis). 'Best Boxing Simulation Available' by Game Players Publications.

Education

- University of Utah, David Eccles School of Business, Salt Lake City, Utah. Masters of Business Administration. **1996 - 1998**
- University of Utah, College of Humanities, Salt Lake City, Utah. Dual Major: History (BA) and Political Science (BS). **1990 - 1995**

Hobbies, Recommendations, and Endorsements

- SCUBA, golf, gaming, travel, creative writing, reading, skiing, BBQ, and softball.
- References available upon request. Recommendations and endorsements available via [LinkedIn](#).

Additional Experience: Independent Consulting, Continuing Education, and Business Management

MEGU Games

2017 (Sept. – Nov.)

Production Manager (Independent Contractor)
Salt Lake City, UT. | Sedona, AZ.

- 3-month contract; Co-designer and Production Manager of "Kingdoms of Solitaire" (iOS/Android.) Defined and implemented development process with external developer across prototype and full production cycles. Coordinated social media and press engagement at launch.

castAR

2017 (Mar. – Aug.)

Quality Assurance Manager (Independent Contractor)
Salt Lake City, UT. | Palo Alto, CA.

- 6-month contract; QA Management (process and staff) for castAR's internally developed "1st Party" product portfolio based on the company's proprietary Augmented Reality hardware. Test plan creation, bug tracking via JIRA, regression, triage, playability, user behavior analytics tracking via Unity, specific feature, play progression, online/offline play, achievements, and multiplayer testing (asynchronous and real-time simultaneous user).

Eat Sleep Play, Inc.

2016 - 2017

Production Manager (Independent Contractor / Volunteer)
Salt Lake City, UT.

- Production Manager of "Cars VS Bosses" (iOS/Android.) Coordinated social media and press engagement at launch.

Institute of Production and Recording

2008 - 2015

Adjunct Faculty Member (Independent Contractor) | Curriculum Advisory Board Member (Volunteer)
Minneapolis, MN.

- Invited to provide feedback on curriculum designed for current & prospective students;
- Invited to instruct two classes: "The Business of Video Games" & "The Art, Culture, & Economics of Video Games."

Vital Simulations, LLC and SiMCare Health

2012 (Jan. – Dec.)

Program Manager (Independent Contractor)
Minneapolis, MN.

- 12-month contract; Design and Program Management of "serious games" training tools/simulations that assist medical professionals provide care to patients suffering from chronic diseases. (SCORM compliant. Simulations were deployed via LMS, browser, & iOS devices);
- Macro learning system & individual "topical module" product design while working with Subject Matter Experts ("SMEs") at the University of Minnesota's School of Nursing. Focus: Identification/Care of Diabetic Pressure Ulcers, Safety Culture (falls prevention & impact of "sundowning" on elderly patients), and Documentation of care provider & patient interaction via an Electronic Medical Record ("EMR");
- Program Management of macro learning system & individual plug-in "topical module" development;
- Collected/interpreted data from "Educational Intent Gamification" usability/playtest sessions with "topical module" demographics; identified & communicated recommended adjustments to module scope based on user behavior;
- Process/Infrastructure: Implemented document sharing & web-based bug database tracking systems; established standardized bug "severity" & "priority," regression, and triage definitions/processes for internal Product Development and QA, 3rd Party development teams, and client organizations.

Soul and Vibe Interactive Inc.

2013 - Present

Founder | President

Minneapolis, MN. | Salt Lake City, UT.

- Managed operations as a public entity (OTC: SOUL): Coordination of accounting (Minneapolis), auditing (Salt Lake City), and legal (New York) functional teams to ensure compliance with SEC filing and disclosure requirements;
- Developed relationships with members of the financial community to secure working capital. I regularly spoke with, presented to, and pitched "Soul and Vibe" and its portfolio to individual accredited investors and investment firms;
- Negotiated/executed direct-equity "fixed rate" and convertible "144" debenture financial instruments with individual accredited investors and investment firms;
- Represented "Soul and Vibe" in formal presentations at financial conferences and on recorded video/radio segments that are periodically televised/aired and distributed across [social media channels](#);
- Coordinated/managed recurring meetings with strategic advisory board members, topical consultants, and subject matter experts to evaluate business opportunities and review market conditions relative to corporate activities;
- Portfolio Program Management via two subsidiaries, *Soul and Vibe Entertainment* and *Soul and Vibe Publishing*.