

David Crane

Curriculum Vitae

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EMPLOYMENT HISTORY

- January, 2011 to present **EXPERT CONSULTANT, SGK SERVICE INC.**
Performing expert witness consulting services, marketed through SGK.
- January, 2011 to September, 2012 **SENIOR DIRECTOR, SPECIAL PRODUCTS, VIACOM / MTV NETWORKS / NICKELODEON.**
Publisher of online and mobile games.
- October, 2009 to January, 2011 **FOUNDER AND CHIEF TECHNOLOGY OFFICER, APPSTAR GAMES, INC.**
Technology start-up involved in the development of an iOS technology base to allow for rapid deployment of games to the iPhone and iPad.
- November, 1995 to September, 2009 **FOUNDER AND CHIEF TECHNOLOGY OFFICER, SKYWORKS INTERACTIVE, INC.**
Game publisher: Advergaming, casual online, and iPhone / iPad mobile.
- December, 1988 to September, 1995 **VICE PRESIDENT, ADVANCED RESEARCH AND DEVELOPMENT, ABSOLUTE ENTERTAINMENT.** Developer and publisher of console video games.
- September, 1987 to December, 1988 **DIRECTOR OF TECHNOLOGY, HASBRO ELECTRONICS.** Developed the first consumer Interactive Video Player (known as the Nemo or Isix device).
- October, 1979 to April, 1987 **FOUNDER AND SENIOR GAME DESIGNER, ACTIVISION INC.** Founder of the first third-party video game cartridge publisher. Built a product line which took the company from start-up to over \$200 million in three years.
- September, 1977 to September, 1979 **VIDEO GAME DESIGNER, ATARI INC.** Designed early video game cartridges for Atari's 2600 Video Computer System. Accounted for \$15 million of the company's 1978 revenues.
- June, 1975 to September, 1977 **ASSOCIATE ENGINEER, NATIONAL SEMICONDUCTOR.** Linear Integrated Circuit design group developing analog and analog to digital circuits.

EDUCATION

DEVRY INSTITUTE OF TECHNOLOGY, PHOENIX. Graduated June 1975 with BSEET. Completed 4 year degree in 33 months through advancement testing.

PROFESSIONAL ACHIEVEMENT SUMMARY

- 1975 to Present
- 35+ years of experience in video game hardware and software design
 - Designed or co-designed more than 90 entertainment products.
 - Product revenues in excess of \$400 million retail.
 - Dozens of industry awards, including Designer of the Year, Parent's Choice, and prestigious 2003 Game Developer Choice Award for contribution to the field.
 - Recipient of the inaugural AIAS Pioneer Award.
 - Several games with unit sales over 1,000,000.
 - Profiled in national press, including Forbes and Newsweek.
 - Pitfall! game was so popular that it spawned a Saturday morning cartoon show.
 - Produced hit products with sales throughout the US, Europe, and Japan.
 - Author of US Patent #4,644,495 for an improved Video Memory System.
 - Appeared in multiple volumes of *Who's Who in Consumer Electronics*.