

Brian Graham

Transformational Executive in Gaming
& Technology | Studio Leadership |
Product Innovation | GTM Strategy

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Executive Summary

Visionary Gaming / Product Executive with 20+ years leading full lifecycle development, live service operations, and studio P&L for some of gaming's most iconic franchises (Madden NFL, NBA Live, Super Lucky's Tale). Expert in building studios from the ground up, transforming product strategy into scalable operations, and launching high-impact titles across console, mobile, AR, and Web3 platforms. Proven leader in managing external development, to deliver AAA results at scale. Deeply invested in the future of AI Machine learning in gaming—designing proprietary systems that power gameplay simulation, predictive analytics, and intelligent live service operations. Extensive experience in cross-functional leadership, agile development, monetization strategies, and GTM execution.

120M+ Units sold
\$4B+ Revenue

22+
Titles Shipped

Core Competencies

Studio P&L Management • Product Strategy & Roadmaps • Full Lifecycle Game Development • External Development & Co-Dev Management • GTM Strategy • Cross-Functional Team Leadership • Live Service Ops • Agile / Lean Development • AI & Machine Learning Integration • Predictive Analytics & Simulation Systems • Player Engagement Metrics (DAU, LTV, ARPU) • Monetization Models (IAP, Marketplace) • NIL Licensing • Platform Partnerships • Feature Prioritization & Pipeline Execution

CO-FOUNDER & HEAD OF PRODUCT STRATEGY | HALL OF GOATS

2023 – Present | Web3 Sports Gaming & NIL Platform Leading product strategy and market execution for Hall of GOATS, a Web3-powered platform that enables amateur athletes to monetize their Name, Image, and Likeness (NIL) through exclusive digital rewards and playable experiences.

- Designed the platform framework for real-world NIL integration, enabling athletes to appear in games with exclusive digital entitlements (autographs, AMAs, merch access, etc.).
- Designed and implemented early AI-driven personalization and gameplay simulation tools to support engagement loops and stat-based scenarios.
- Developed The COMBINE, a cross-platform Web2/Web3 mini-game rewards experience NIL-linked gameplay with exclusive athlete entitlements.
- Built the GTM and community strategy in partnership with *The Many* agency; grew an organic pre-launch community to 50K+ users.
- Managed external partners and contractors across art and development.

2022 – Present | Product Strategy, Publishing & Advisory Founded boutique consultancy and studio focused on immersive consumer experiences, publishing strategy, and operational execution.

- Partnered with studios including Ziggurat, Throwback, Crave, Majesco, and Atari to deliver product strategies, publishing guidance, and GTM plans.
- Supported 4 client studios with advisory and production services, improving operational efficiency by 30%+ using Agile frameworks and tooling.
- Secured 3 distribution deals across single-IP and compilation packages.
- Shipped Slave Zero X by supporting delivery execution and pipeline cleanup; incubating 3 new product concepts currently in development.
- Incubated 3 new product concepts, including systems leveraging real-time simulation, predictive analytics, and ML-assisted game balancing.
- Managed external development across engineering, creative, and publishing partners to ensure timely delivery and partner alignment.

HEAD OF STUDIO PRODUCTION DEVELOPMENT | RIOT GAMES / HYPIXEL STUDIOS

2021 – 2022 | Hytale Development Tasked with scaling studio production for Hypixel Studios and preparing Hytale for successful development execution.

- Designed and implemented Agile-based workflows, velocity tracking, SOPs, and studio-wide production standards.
- Built feature-pitch review processes, moving from ad hoc development to repeatable, metric-driven delivery across 12 different teams and multiple outsourcing partners.
- Directly managed 3 team leads while overseeing the entire studio organization, including 20 developers, engineers, artists, and coordination with other departments.
- Focused on enhancing feature-level quality by improving requirements clarity, testing readiness, and production polish.

VP OF PRODUCT DEVELOPMENT | PLAYFUL STUDIOS

2017 – 2021 | IP Incubation & Franchise Growth Drove the business, P&L, and product strategy for multiple IPs and digital experiences including Creativerse and Super Lucky's Tale.

- Took over full project ownership of Creativerse, leading product strategy, market fit, feature design, and delivery. Redesigned and developed live ops systems and content pipelines to improve player engagement and operational efficiency; transitioned product monetization to IAP, eCommerce, and subscription models, boosting sustainable revenue by 87% in just 6 months.
- Launched Super Lucky's Tale (Xbox Series X Launch Title) and New Super Lucky's Tale (Switch), while incubating two original IPs.
- Partnered with the CEO to craft strategic business plans and investor growth narratives.
- Facilitated cross-discipline collaboration and roadmap alignment across internal and external contributors.

DIRECTOR OF PRODUCT DEVELOPMENT | MAGIC LEAP

2015 – 2017 | *AR / Mixed Reality Development* Led internal studio production and helped build the Magic Leap ecosystem from the ground up, shipping 5 immersive products.

- Led development and implementation of the Magic Leap SDK and dev pipeline.
- Program Manager for Weta Workshop's Dr. Gordbort's Invaders; facilitated complex coordination across hardware and software.
- Launched 30+ R&D projects and prototypes; built the Program Management and Business Intelligence orgs using Agile and SCRUM methodologies.
- Established cross-functional KPI frameworks and a portfolio strategy aligned to innovation milestones.

DIRECTOR OF PRODUCT DEVELOPMENT | ELECTRONIC ARTS

2004 – 2015 | *EA SPORTS Franchise Leadership & Portfolio Strategy* Held progressive leadership roles overseeing the Madden NFL and NBA Live franchises, as well as broader EA SPORTS product portfolio management during a period of peak revenue and innovation.

- Relaunched NBA Live and rebuilt the team and product to ship NBA Live 13.
- Integrated Agile, portfolio management, and predictive quality frameworks studio-wide.
- Built EA SPORTS Scorecard and KPI dashboards; created analytics-driven QA and phased gate processes adopted across EA.
- Served as primary liaison with Microsoft, Sony, and Nintendo on platform alignment and launch coordination.
- Integrated Agile, portfolio management, and predictive quality frameworks studio-wide.
- Served as primary liaison with Microsoft, Sony, and Nintendo on platform alignment and launch coordination.
- Directed the Madden NFL franchise through console transitions (Xbox 360, PS3) and peak commercial success, delivering 6 titles across 24 SKUs.
- Delivered over \$2B in total revenue during tenure; helped drive Madden NFL to top-selling status.
- Managed 160+ across direct, indirect, and matrixed orgs; delivered 6 titles across 24 SKUs.
- Delivered over \$2B in total revenue during tenure; helped drive Madden NFL to top-selling status.
- Managed 180+ developers; oversaw 5 flagship titles and 18+ SKUs with \$600M–\$800M annual revenue.
- Accountable for overseeing all aspects of the Madden franchise, including Ultimate Team, live service operations, and strategic product direction.

EARLY CAREER | MOTOROLA

1997 – 2004 | *Sr. Software Engineer & Product Manager*

Skills & Specialties

Studio P&L • Full Lifecycle Development • External Development & Co-Dev Management • Agile & Scrum • GTM & Marketing Strategy • Monetization Strategy • Game Economy Design • AI & Machine Learning Systems • Simulation & Predictive Analytics • Platform Partnerships • Team Scaling & Remote Ops • Data-Driven Decision Making • Stakeholder Alignment • Community & UA Strategy • IP Licensing • Web3/NIL Integration

Notable Credits & Awards

Franchise Highlights: Madden NFL, NBA Live, Super Lucky's Tale, Creativerse, Tiger Woods, EA MMA

Launch Titles: Xbox Series X, Nintendo Switch, Xbox 360, PS3

Awards: GameSpot Best Sports Game, VGX Award, Kids' Choice Award, EMA Sports Game of the Year

Publications: Featured in *Agile Game Development: Build, Play, Repeat* (Addison-Wesley)

Education & Certifications

M.S. Management Information Systems – Northern Illinois University

B.S. Marketing – Northern Illinois University

Certifications: Hansoft Trainer • Scrum Master • Scrum Product Owner

All Credited Titles

EA Sports MMA X360, PS3.

Madden NFL 2006 PSP

Madden NFL 2006 XBOX360, GAMECUBE, PSP, XBOX, PS

Madden NFL 2007 XBOX360, PS3

Madden NFL 2008 XBOX360, PS3

Madden NFL 2009 XBOX360, PS3

Madden NFL 2010 X360, PS3, PS2, PSP, Wii

Madden NFL 2011 X360, PS3, PS2, PSP, Wii

Madden NFL 2012 X360, PS3, PS2, PSP, Wii

NBA LIVE 14 PS4, XBOX ONE

NCAA 2010 X360, PS3, PS2, PSP

NCAA 2011 X360, PS3, PS2

NCAA 2012 X360, PS3

Tiger Woods PGA Tour 2010 X360, PS3, Wii

Tiger Woods PGA Tour 2011 X360, PS3, Wii

Tiger Woods PGA Tour 2012 X360, PS3, Wii

Tiger Woods Online

Super Lucky's Tale, XBONE X

New Super Lucky's Tale, SWITCH

Creativerse, STEAM

Slave Zero X, STEAM