



## Geoffrey Zatkin

### BIO

#### PRESIDENT & CHIEF OPERATING OFFICER

As President and Chief Operating Officer, Mr. Zatkin directs development of EEDAR's product and service infrastructure.

With over 16 years of experience in video game development, tools and analytics, Mr. Zatkin is known for his ability to deconstruct the complex into actionable products and services.

Mr. Zatkin and Mr. Gregory Short co-founded EEDAR in 2006, with the goal of increasing video game industry profitability through disruptive, data and technology driven research services.

Prior to his work with EEDAR, Mr. Zatkin had over a decade's worth of video game industry experience, having performed in senior design roles for international corporate conglomerates and independent development studios. Geoffrey was an integral part of the original EverQuest design team and helped pioneer the rise of MMO games.

Mr. Zatkin has been interviewed for numerous publications including National Public Radio: All Things Considered & Marketplace, the Los Angeles Times, Gamasutra, and Forbes. He has presented at such locations as DICE, E3, GDC, IndieCade, LOGIN, Mi6, PAX Prime & PAX Dev, the San Diego Comic Convention and numerous educational institutions. Mr. Zatkin sits on a number of advisory boards related to interactive entertainment and is a patented inventor.

Geoffrey has a background in psychology, video games and pop culture, and lives in San Diego with his wife and two cats.

### ABOUT EEDAR

Founded in 2006 by video game industry veterans, EEDAR is the largest specialty video game research firm in the world.

Leveraging a proprietary database of over 50 million internally researched data points from more than 20,000 physical and digital video game products, EEDAR is the sole provider of end-to-end integrated data analysis solutions that allow for the examination of every factor influencing the success of past, present, and future video game titles.

EEDAR's well-known services include GamePulse® (a continuously updated application converging data for physical and digital game industry research), DesignMetrics® (game title forecasting and analysis), Editorial Insights (Mock Reviews and outlet bias), discovery and recommendation technologies, investor due-diligence, expert testimony, and custom research services.

EEDAR is based in Carlsbad, California and has been recognized by Forbes Magazine as one of America's Most Promising Companies and also holds the Guinness world record for the largest collection of videogame facts and information.

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