



Jesse Divnich



VICE PRESIDENT | INSIGHTS & ANALYSIS

As the Vice President of EEDAR's Insights & Analysis Division, Mr. Divnich is responsible for the creation, development, and execution of EEDAR's custom research, insights and market analysis division.

Prior to joining EEDAR in 2007, Jesse operated as an independent industry consultant and analyst for numerous private firms and institutions with strong economic interests in the interactive entertainment sector, in addition to his over 7 years' experience within multi-media retail.

In addition to contributing to the development of new product lines for EEDAR in the areas of due diligence, risk management and analysis of industry trends, Mr. Divnich also represents EEDAR for the majority of media and press relations activities.

Mr. Divnich is most known for his appearances on CNN Money, G4TV, The Street, Reuters, Market Watch, GameSpot, and IndustryGamers. Additionally, Mr. Divnich is a regular on the speaking circuit and has presented at GDC, DICE, CES, Game Connect, Retail Supply Conference, and many more.

Canadian born, Mr. Divnich has background in Business and Financial Management and currently resides in Carlsbad, CA.

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.

Phone +1.760.579.7108
e • mail jdivnich@eedar.com
Twitter @JesseDivnich
LinkedIn <http://www.linkedin.com/in/jessedivnich>