

Greg Short

Executive Chairman

With over ten years experience in developing community integrated data services for some of the largest massively multiplayer games available, Greg Short is one of the world's leading experts in maximizing the acquisition, retention and monetization of gaming communities.

As Executive Chairman and Co-Founder of Electronic Entertainment Design and Research (EEDAR), Greg provides experiential guidance to the executive team for overall business management and product development of their world leading analytic services for the videogame industry.

Prior to working with EEDAR, Greg served as Director of Product Management for Sony Online Entertainment and was the driving force behind SOE's industry leading data driven web sites and Station Players services.

Australian-born, now based in Southern California, Greg is a graduate in law from the University of Queensland and is an avid wine collector.