

Geoffrey Zatkan

President, COO

As President and COO of Electronic Entertainment Design and Research (EEDAR), Geoffrey "GZ" Zatkan directs the development of EEDAR's current and future business intelligence product line including management of all data collected for use in EEDAR's commercial research papers.

Geoffrey specializes in the evolution of game design theory and emerging technology trends for the computer and video game industry, with a particular emphasis on objectively quantifiable feature identification and categorization.

Geoffrey co-founded Electronic Entertainment Design and Research in February 2006 and has more than a decade's worth of video game industry experience, having performed in Senior Design roles for both international corporate entertainment conglomerates and independent development studios.

Geoffrey has been interviewed for numerous publications including National Public Radio: All Things Considered & Marketplace, the Los Angeles Times and the San Diego Union Tribune. He has presented at such locations as GDC (Game Developer's Conference), ION/OGDC (Online Game Developer's Conference), E3 (Electronic Entertainment Expo), UCSD, UCIrvine, DigiPen and PAX (Penny Arcade Expo).

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