

Shane Hebard-Massey

Director of Research

As the Director of Research for Electronic Entertainment Design and Research (EEDAR), Shane Hebard-Massey manages the internal research teams of the company. In addition to his operational roles, Shane also works closely with other divisions of the organization to support data deliverables for custom research, game analysis and company publications.

Shane joined Electronic Entertainment Design and Research in 2007 after three years at Sony Computer Entertainment of America (SCEA). While at SCEA, Shane's work focused on the construction of models for testing procedure and the reliability of initial game releases for the PlayStation 2 and the PlayStation Portable (PSP).

In addition to his work at SCEA, Shane has over five years experience in competitive game event management and emerging multimedia technologies.

Prior to entering the video game industry, Shane owned BallPointPen Productions, a promotions company for local, national and international underground musical concerts and artists.

Shane Hebard-Massey lives in Carlsbad, California.