Andrew Greenberg

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Date: December 7, 2014

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EXPERIENCE HIGHLIGHTS

March 2012 to present

Georgia Game Developers Association, Executive Director
Executive Director of professional trade association for game developers and related companies throughout Georgia. Responsible for day-to-day operations as well as social media, program implementation and long-range planning. Successfully oversaw significant growth as well as legislative success. Increased partnerships with industry, academia and government.

July 2006 to present

Southern Interactive Entertainment and Game Expo, Director
Founder and director of largest professional game development conference in the Southeast. Oversees all aspects of conference, from logistics to programming to budget to volunteers. SIEGE grew from 250 registered attendees in 2007 to almost 2000 in 2011.

April 1995 to present

Holistic Design Inc., Creative Director/Producer
Partner with Holistic Design Inc. Responsible for all aspects of computer game creation, as well as scheduling, budgeting, social media and marketing. Clients have included Take Two, SSI, Segasoft, Turner Interactive, Hasbro, Microprose, QQP, Virtual History Productions and others.

Dec. 1990 to present

Freelance Game Producer, Designer and Writer
Producer, writer and designer for mobile games, computer games, roleplaying games, board games and more. Shipped computer and mobile games include Viacom's **Dracula Unleashed**, Interplay's **Star Trek: Star Fleet Academy**, Hi-Rez Studio's **Global Agenda** MMORPG, Oaysis' **Railroad Tycoon Mobile** and Drowning Monkeys' **Dungeon Crawlers**.

Jan. 2009 to Mar. 2009

Kaneva LLC.
Game Producer. Responsible for overseeing art studio, game design and entertainment aspects of Kaneva virtual world and web site. Position ended when company restructured.

Sept. 2006 to Jan. 2009

Art Institute of Atlanta.
Part-Time and Temporary Full-Time Professor for Game Art and Design Program. Taught students about game industry, game history, game art, game design, storyboarding and game prototyping. Still serve on program advisory board and act as guest lecturer.

July 1991 to March 1995

White Wolf Inc.
Developer, responsible for all aspects of **Vampire: the Masquerade**, the company's premier game line. Also worked on developing a strategy for interactive and TV products.

EDUCATIONAL BACKGROUND

Bachelor of Science in Communication Degree with a Major in News-Editorial Journalism and a Minor in History at the University of Tennessee-Knoxville: 1990. Graduated with high honors.

REFERENCES

Bill Bridges, business partner	678-937-0312
Rob Hassett, attorney and editor	770-512-0300
Chris Wiese, V.P. Marketing and Sales	770-592-1718

Game Credits

Holistic Design, Inc.
Director/Designer/Script Writer – Computer Games
Mall Tycoon
Merchant Prince II
Fading Suns: Noble Armada (Not Yet Released)

Designer – Computer Games
Emperor of the Fading Suns
Warhammer 40K: Final Liberation

Writer - Game Books
Fading Suns
Fading Suns Players Companion
Forbidden Lore: Technology
Into the Dark
Lords of the Known Worlds
Priests of the Celestial Sun
Merchants of the Jumpweb
Legions of the Empire
Sinners and Saints
Hazat Fiefs
Byzantium Secundus
Sinful Stars
Spies and Revolutionaries
Heretics and Outsiders
Star Crusade
Star Crusade 2: Lost Worlds
Passion Play
Complete Pandemonium
Worlds of the Realm
Hazat Fiefs
Aliens and Deviltry

Developer – Game Books
Rapture: the Second Coming
Fist of God
Real-Life Roleplaying: Afghanistan
Real-Life Roleplaying: Somalia
Real-Life Roleplaying: FBI
Lord Erbian's Stellar Bestiary
Arcane Tech

Heuristic Park
Designer/Script Writer – Computer Games
Dungeon Lords

Viacom New Media
Designer/Script Writer – Computer Games
Dracula Unleashed

Blue Heat Software
Designer – Mobile Games
Railroad Tycoon Mobile
Sega Snowboarding

Drowning Monkeys LLC
Writer – Mobile Games
Dungeon Crawlers

Hi-Rez Studios
Writer – MMO
Global Agenda

Interplay
Designer/Script Writer – Computer Games
Star Trek: Starfleet Academy

Nivel Interactive
Script Writer – Computer Games
Hammer and Sickle

White Wolf
Writer/Developer - Game Books
Vampire: the Masquerade, 1st and 2nd edition
Vampire Storytellers Screen, 1st edition
Chicago by Night, 1st and 2nd edition
Succubus Club
A World of Darkness
The Vampire Players Guide, 1st and 2nd edition
The Book of Nod
The Eternal Struggle
Clanbook: Ventrue

Writer – Game Books
Werewolf: the Apocalypse, 1st and 2nd edition
Werewolf Players Guide
Werewolf Storytellers Handbook
Savage Attack
Streetfighter
Contenders

Developer – Game Books
Vampire: The Masquerade, 1st and 2nd edition
Vampire Storytellers Screen, 2nd edition
Blood Bond
Milwaukee by Night
The Vampire Storytellers Handbook
The Anarch Cookbook
The Hunters Hunted
Alien Hunger
A World of Darkness: Mummy
A World of Darkness: Gypsies

Game Credits Continued

Awakening: Diablerie Mexico
Bloody Hearts: Diablerie Britain
The Sabbat Players Guide
The Storytellers Handbook to the Sabbat
Dirty Secrets of the Black Hand
Who's Who Among Vampires
Dark ColonyBerlin by Night
New Orleans by Night
Kindred Most Wanted
Los Angeles by Night
Elysium
D.C. by Night
Giovanni Chronicle: The Last Supper
The Inquisition
Clanbook: Brujah
Clanbook: Gangrel
Clanbook: Malkavian
Clanbook: Nosferatu
Clanbook: Toreador
Clanbook: Tremere
Clanbook: Assamite
Clanbook: Setite
Mage: the Ascension

Wizards of the Coast
Designer / Developer - Collectible Card Game
Rage

Designer / Developer - Collectible Card Games & Accessories
Vampire: the Eternal Struggle
Vampire: the Eternal Struggle strategy guide

Last Unicorn Games/Decipher
Writer / Developer - Book Games
Star Trek: Next Generation
Star Trek: Deep Space Nine
Star Trek: Aliens Sourcebook

Kaneva LLC
Game Producer/Studio Director
Virtual World of Kaneva

Other Publishing Credits

Matthew Bender Legal Series – Internet Law
LexisNexis Writer, 2000 to 2008
"Introduction to the Entertainment Software Industry." Chapter provided annually. Topic: History of Computer Games and Interactive Entertainment

Prick Magazine, National Tattoo and Piercing Magazine
Columnist, 2001 to 2010
Gamers Corner, analyzing the computer and video game industry

Fulton County Daily Report
Reporter, 1990 - 1991
Covered courts, law firms and more for Atlanta-based legal affairs newspaper.

www.Gametheoryonline.com
Guest Columnist

Environmental Design Research Association
Editor
Chapin and Greenberg (2006) *EDRA37: Beyond Conflict. Proceedings of the 37th Annual Conference of the Environmental Design Research Association, Atlanta, Georgia.* Environmental Design Research Association, Edmond, Oklahoma.

Contributor
Greenberg (2006) *Creating Digital Worlds: Gaming and Massively Multiplayer Environments and Communities.* EDRA37: Beyond Conflict. Proceedings of the 37th Annual Conference of the Environmental Design Research Association, Atlanta, Georgia. Environmental Design Research Association, Edmond, Oklahoma.

Conference Production / Promotion Credits

Southern Interactive Entertainment and Games Expo (SIEGE)   www.siegecon.net
Chair, SIEGE 2007 - 2013

Mythic Imagination Institute   www.mythicimagination.org
Event Coordinator
The Human Forum
Dec. 7 – 10, 2006, Westin Rio Mar in Rio Grande, Puerto Rico.

Co-Chair
Mythic Journeys 2006
June 7 – 11, 2006, Hyatt Regency Atlanta, Atlanta, Georgia

War, Peace and the American Imagination with Deepak Chopra, James Hillman and Jean Houston
September 20, 2005, Emory University, Atlanta, Georgia

Volunteer Coordinator
Mythic Journeys 2004
June 2 - 7, 2004, Hyatt Regency Atlanta, Atlanta, Georgia

Environmental Design Research Association (EDRA)   www.edra.org
Co-Chair
EDRA37: The Environmental Design Research Association 37th Annual Conference
May 5 – 10, 2006, Sheraton Colony Square, Atlanta, Georgia

Southern Gerontological Society (SGS)   www.southerngerontologicalsociety.org
Local Organizing Co-Chair
SGS Annual Meeting
April 18 – 20, 2008, Sheraton Downtown, Atlanta, Georgia

Playoncon   www.playoncon.com
Director of Gaming and Promotions, 2010 - 2012

Professional and Non-Profit Affiliations

Executive Director and Board Member, Georgia Game Developers Association (GGDA)
Fellow, Mythic Imagination Institute (MII)
Member, International Game Developers Association; inaugural member of Computer Game Developers Association
Advisory Board Member, IGDA-Atlanta
Guest Professor, Jilin Animation Institute

Lecturer/Professor

Frequent lecturer at conventions, conferences, professional associations, colleges and more. Audiences have included conventions in the United States, Canada, China, Germany, Italy and Mexico. Topics include the game industry, game design, on-line gaming, Internet law, writing, horror, science fiction, the environment, mythology, marketing and more.