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AVATAR Lecture Series

From Concept to Reality: Making Past, Present, and Future Video Games for EA Sports**Daryl Holt, Chief Operating Officer**

Electronic Arts - Tiburon

Union Atchafalaya Room
March 25, 2010 - 03:00 pm**Abstract:**

Using the continuing evolution of the video game industry and the perspectives of one EA SPORTS development studio as a backdrop, an on-purpose journey will be described for those interested in making video games in the industry today (and in the tomorrows to come).

Speaker's Bio:

As chief operating officer of Electronic Arts Tiburon, Daryl Holt works in partnership with GM Philip Holt to execute the studio's overall business and operating plan. He drives planning at the studio by delivering three-year strategic plans and one-year operating plans; overseeing the long-term talent planning process and cultural initiatives; improving systems and processes to promote quality execution; managing the studio operating budget in collaboration with the CFO; leading centralized creative and studio services, and, partnering with studio leaders to ensure timely delivery of high-quality products by all project teams. Holt began his tenure at EA Tiburon in 2004 in art production management. In 2005, he established and led the Central Creative group, where he set the strategic vision for centralized concept art, lighting, visual effects, graphic design and user interface departments within the studio. He has worked in development and art management for many of Tiburon's world-famous game titles such as Madden NFL™ Football, NCAA® Football, Superman Returns, Tiger Woods PGA TOUR™ and NASCAR®. Holt was named chief operating officer of the EA Tiburon studio in 2008. Holt has more than 17 years of successful management experience in a variety of industries and a background in consultancy. He previously served as president/CEO of Ovation Media Group Inc. in Tampa, Fla., by providing contracted creative services to major entertainment and multimedia companies either directly or through a strategic partnership with Paper 2 Pixel Creative Group Inc. Holt has also held a variety of leadership positions with Jibe Inc. in Tampa, Fla.; Mediacentric Group in Clearwater, Fla.; Moon Communications in Clearwater, Fla.; All Children's Hospital in St. Petersburg, Fla.; and, Accenture, in Tampa, Fla. He earned a degree in accounting and management information systems at Stetson University and studied computer animation at the International Academy of Design.

Refreshments will be served.**This lecture has a reception.**