

Events

[Current Events](#)
[Lectures](#) ▼
[Events Archive](#) ▼



Special Guest Lectures

Living with Madden: The Drive for Consistent Excellence

Philip Holt, EA Tiburon

VP, Studio General Manager

Johnston Hall 338
 March 26, 2008 - 01:00 pm

Abstract:

Every year for the last decade, Tiburon has released chart topping products in the Madden franchise. Madden has become one of the most successful franchises in the history of the game industry and has been woven into the fabric of popular culture in the US. Behind every release is a passionate and dedicated team that strives to deliver the best Madden yet. This talk will focus on the key elements that have lead to this consistent level of innovation and execution year after year, including production methodology, team building and balancing, creating a culture of innovation and performance, technology choices, and metrics.

Speaker's Bio:

As General Manager of Electronic Arts Tiburon, Philip Holt is responsible for the management of EA's Orlando Studio, which is responsible for creating some of the best selling titles in the industry, Madden NFL Football, NCAA Football, Tiger Woods PGA Tour, and NASCAR. His responsibility includes overseeing all aspects of design, production, engineering, and content creation for top EA SPORTS titles. Philip was named General Manager in July 2007 after serving as EA Tiburon's Chief Operating Officer. Philip joined EA in August of 2005. Prior to joining EA, Philip was the senior vice president of product development for interactive entertainment developer and publisher THQ. He also had served as vice president of product development and operations at THQ-owned software developer, Volition, Inc. Before joining THQ, Philip worked for EA in its Seattle development studio, where he was the development director for multiple EA SPORTS branded FIFA videogames.