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Preparing for the Digital Tsunami**Marc Aubanel, The Art Institute of Vancouver**Johnston Hall 338
December 03, 2012 - 03:30 pm**Abstract:**

Convergence and digitization is taking place at an accelerated rate. The upcoming workforce needs to be prepared for rapid changes in their careers and committed to life long learning. As the industry is coping with cheap online digital distribution and the interactive social media revolution, gaming is creeping into many other sectors and is embedded in our day to day lives. LSU should be at the forefront of this movement in helping shape the future of the industry as well as growing future entrepreneurs and Media Arts professionals.

Speaker's Bio:

Marc Aubanel is a preeminent Executive Producer and Media Arts Academic Director with a 20 year background encompassing 5 academic programs and 50 interactive titles for a combined revenue of over one billion dollars.

Marc has executive level experience running large global brands and franchises including FIFA Soccer, NHL Hockey, Need for Speed Underground and Def Jam Vendetta for Electronic Arts. He later co-founded Stage 3 Media in response to an emerging online video marketplace. In under two years he helped raise \$3,000,000 and brought Sanctuary, to market serving on the board of directors and as interim CEO.

Marc is an inspiring leader established at building, coaching and motivating teams to teach and produce innovative interactive experiences. The act of making games requires scientific inquiry, curiosity, problem solving and creativity. Games are creeping into all aspects of our lives, yet the industry is still in its infancy. Marc is keen to be part of being a defining part of the future of the interactive industry.

