SAM ROBERTS

SANAVID

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LINKEDIN PROFILE

SUMMARY

Results-driven program manager and design leader whose passion and planning empowers teams to drive innovative best-in-class programs. Extensive track record leading diverse creative teams for games, events, and education.

CORE PILLARS

SHIPPED TITLES

The Night Journey
PlayStation 4 2018
Cat and the Coup
PlayStation 4 2018
Passengers: Awakening
PSVR, Oculus 2017
Chambara
PlayStation 4 2016
FREEQ
Android, iOS 2013
Clusterpuck
Sony PS HOME 2012
COGS Home
Sony PS HOME 2011
Slap Happy Sam's Stage Show
Sony PS HOME 2011

TOOLS

Excel
Asana
Discord
InDesign
Jira
Slack
Photoshop
Vizio
Python
SQL
Twine

AWARDS

IndieCade Creative Vision Award,
DC Web Award,
Hollywood Fringe Best Comedy Show,
USC Stevens Innovator,
IndieCade select,
Slamdance select,
Figment select,
Ovation nominee

LEADERSHIP & COLLABORATION

- **Currently driving cross campus interdisciplinary initiative with internal stakeholders and external industry partners**, creating educational programs in Game Art & Animation and Themed Entertainment. **Generated roadmaps, identified risks and blockers.**
- **Built a world class streaming creative team** from scratch, defining KPIs and workstreams, and fostering a motivated culture for free to play streaming product with **1,300,000 views per episode**.
- **Collaborated with 24 partner studios** on a pitch pipeline for platform partners, utilizing an iterative creative process generating dozens of pitches and leading to **12 greenlit projects**.
- **Primary media spokesperson** for IndieCade in interviews with media outlets including the LA Times, Kotaku, IGN, the New York Times, and NPR.
- **Represented team to Executive Management**, developing regular reporting structure to ensure key objectives were met, negotiating requirements and budgets, and **ensuring stakeholder sensitivities were respected**.

STRATEGY & EXECUTION

- **Created and executed** a market-data driven **growth plan** for USC Games, doubling admissions between 2020 and 2022 and iterating the admissions process to **improve review efficiency and candidate quality.**
- **Drove execution of program strategy** for the annual **USC Games Expo**, leveraging influencer partnerships to attain a global reach of **135,000,000 impressions** in 2022.
- **Critical path team leadership** responsible for project schedule and execution across producers and project manager to produce exhibitions of independent video games at E3, GameCity, and PAX.
- **Built internal production group process** for **The Maze on Planet 7** to ensure timely and high-quality delivery of scripts, art assets, and interaction designs for managing milestone delivery and ongoing user testing of live gaming products.
- **Originator and Executive Producer** of **USC Games Publishing**, first of its kind academic games publisher, focused on helping academic projects **reach a more public audience.**

LEARNING & INNOVATION

- Co-created **IndieXchange** and **GameU** programs, providing **educational products** for working game developers and **increasing IndieCade festival attendance by 100%.**
- Senior Program Manager for **USC Games Executive Consulting,** managing over **$5,000,000 in games industry focused learning & development projects** for Tencent, Saudi Arabia's NEOM, Amazing Seasun Games and other program partners.
- Created the **USC Game Bridge**, a **pre-accelerator mentoring game students** in start-up fundamentals and entrepreneurship to increase success of game student entrepreneurs.
- **Championed inclusion and diversity** policies for game developers to ensure highlighting a broad spectrum of voices and **content at E3** and leading games industry events.
- Director for **IndieCade Game Jams,** establishing processes and KPIs to drive **content development** for clients such as Google AR, Sony Playstation Vita, Oculus VR, and Leap Motion.

WORK EXPERIENCE

EDUCATION
Northwestern University
Bachelor of Science
Theatre
Minor
Cognitive Science

USC GAMES: PRINCIPAL PROGRAM MANAGER LA 2.2012 – PRESENT
- Develop and manage a rolling three-year strategic plan for the #1-ranked Game Design and Development program in North America, growing enrollments 150% since 2018.

INDIECADE: DIRECTOR LA 6.2007 – PRESENT
- Develop data-driven curation and assessment processes, incorporating stakeholder feedback, show metrics, and internal KPIs for leading international indie game event.

CODENAME GAMES: GENERAL MANAGER LA 2.2010 – 2.2012
- Managed 8 indie game development studios working on early social and metaverse games, directed review and feedback of milestone submissions. EP credit on 4 titles.

POINTS NORTH FILMS: PRODUCER, YELLOWBRICKROAD LA, NYC, NH 4.2009 – 2.2010

PSYCHIC BUNNY: PRODUCER, SCIL LA, 2.2008 – 4.2009

SLAMDANCE FILM FESTIVAL: DIRECTOR, GAME COMPETITIONS, FILM COMPETITIONS LA, UT 3.2005 – 2.2008

HOOVERVILLE PRODUCTIONS: PRODUCER, GENERAL DESDEMONA NYC, EDINBURGH 8.2004 – 3.2005

KAOS ENTERTAINMENT: POSTPRODUCTION COORDINATOR, WORLD'S BEST BEACHES, MEGA MACHINES LA, 2.2003 – 8.2004