

Keith Kirby

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Position Objective

Build, manage and lead a creative team to create great games and IP.

Related Skills

Twenty-one years of experience designing and producing top entertainment software. I've built and managed successful teams to create hardcore games, online game, children's entertainment and mainstream software. I have experience at many different levels of production from support programming to Vice President. I am particularly strong developing products based on licensed brands.

Experience

Activision

Vice President of Product Development

8-1-08 to present

Oversaw development for the Hero BU, which at one time was the industry's largest brand annually generating 1.7 billion dollars in revenue. My team worked with 7 development studios, both internal and external to release new SKUs quarterly.

THQ

Vice President of Product Development

9-1-05 to 8-1-08

Responsible for developing THQ's top franchises including WWE and UFC which generated over \$600 Million annual revenue. Manages a team of over 300 international developers to deliver 3 Xbox 360 SKUs, 3 PS3 SKU's, 3 PSP SKUs, 1 DS, 1 PS2, 1 Wii and a Casual MMO this financial year. Doubled the number of units sold annually for the WWE brand in two years and increased revenue 80% despite the brand's strength actually declining.

Electronic Arts

Producer II

9-1-04 to 9-1-05

Co-designed and co-produced Fight Night Round 3 for the Xbox 360.

Mattel, 333 Continental Blvd. EI Segundo, CA 90245

Creative Director, Executive Producer and Director of Development 1-5-97 to 9-1-04

I managed the design and development of internal and external teams. My responsibilities included: finding developers and overseeing the development process. The process includes interfacing with licensor or brand group, creating the line list, running the P&L, setting terms for contracts, leading the design phase, focus testing product, managing the developers and preparing presentations for sales and marketing. Created, staffed and managed the Boy's software division

P.F. Magic, 501 2nd Street. San Francisco, CA 94107

Lead Programmer. Game Designer and Producer

1-1-92 to 1-5-97

Joined the company as its third employee and help it grow to over forty people. Managed several large teams to create games for the PC, PSX, Super Nintendo, 3DO and Genesis.

Activision

Lead Programmer and Game Designer

6-1-90 to 12-31-91

I designed and created two games for the Super Nintendo.

Xerox, 1 01 Continental Ave. El Segundo, CA 90245

Programmer

01-05-89 to 06-01-90

I designed, developed and tested a tool that allowed users to create interfaces for high volume printers. Programmed in C for MS Windows.

Rocketdyne, Canoga Park

Programmer

06-20-86 to 09-12-87

I created tools for the Space Shuttle's main engine support group.

Education

University of California, Santa Barbara B.S. in Computer Science, March 89

Relevant Coursework Machine Intelligence, Graphics, Software Engineering, Communication Networks, Computer Architecture, Data Structures, Logic Design

Awards Honors

PRIDE (Peer Recognition in Delivering Excellence) Award from Xerox for developing a Windows software tool that aided developers in debugging a complex application.

Oppenheim Best Computer Software Award for Matchbox Caterpillar Construction Zone

References

Available upon request

Title	Platform	Role	Misc
DJ Hero 2	PS3 Wii 360	Vice President of PD	Casual Music Rhythm
Guitar Hero: Warriors of Rock	PS3 Wii 360	Vice President of PD	Casual Music Rhythm
Guitar Hero	iPhone iPad Touch	Vice President of PD	Casual Music Rhythm
Guitar Hero: Van Halan	PS3 Wii 360	Vice President of PD	Casual Music Rhythm
Guitar Hero 5:	PS3 Wii 360	Vice President of PD	Casual Music Rhythm
Band Hero	DS	Vice President of PD	Casual Music Rhythm
Band Hero	PS3 Wii 360	Vice President of PD	Casual Music Rhythm
DJ Hero	PS3 Wii 360	Vice President of PD	Casual Music Rhythm
Guitar Hero: On Tour Modern Hits	DS	Vice President of PD	Casual Music Rhythm
Guitar Hero: Smash Hits	PS2 PS3 Wii 360	Vice President of PD	Casual Music Rhythm
Guitar Hero:	PS2 PS3	Vice President of	Casual Music Rhythm

Metallica	Wii 360	PD	
DJ Hero	DLC	Vice President of PD	Casual Music Rhythm
Guitar Hero	DLC	Vice President of PD	Casual Music Rhythm
Guitar Hero: On Tour Decades	DS	Vice President of PD	Casual Music Rhythm
Guitar Hero World Tour	PS2 PS3 Wii 360	Vice President of PD	Casual Music Rhythm
UFC Undisputed	PS3 360	Vice President of PD	MMA Simulation
SmackDown vs. Raw 2008	PSP PS2 PS3 DS Wii 360	Vice President of PD	Wrestling Simulation
SmackDown vs. Raw 2007	PS2 PSP Xbox 360	Director of PD	Wrestling Simulation
SmackDown vs. Raw 2006	PS2 PSP	Creative Director	Wrestling Simulation
Fight Night Round 3	Xbox 360	Producer II	Boxing simulation
Planet Hot Wheels	Online	Creative Director Director of Development	Gaming site for boys to collect, customize, trade, race and crash their virtual Hot Wheels cars.
Big Dirt Movers	PC	Director of Development	Construction
Adventures inTime	PC	Director of Development	Construction
Racing Ratz	GB	Director of Development	Puzzle action
Robotech	XBOX PSX II	Director of Development	Space fighter
Dragon's Layer	PSX II GBA	Director of Development	Arcade Classic
Rock'em Sock'em Robots	PSX	Director of Development	Customize your fighter game.
Max Steel	PSX II	Director of Development	Multiplayer shooter
Mega-Rigs	PC	Director of Development	Save the world with your customizable vehicles.
Jimmy Neutron	PC GBA PSX II	Director of Development	Action adventure game aimed at children scheduled for release with movie.
WCW/Pace Monster Trucks	PC PSXII	Director of Development	Combat racing game
Jetz	PC	Director of Development	First PC flight game easy enough for kids. Multiplayer on LAN and Internet.
Tyco extreme cycle	PC	Director of Development	Race six different motorcycle fantasies
Max Steel	Dreamcast PC	Creative Director Executive Producer	Hero action adventure game.
Willams F1	PC Internet	Creative Director Executive Producer	Multiplayer internet game where players can race up the ranks from carts to F1.

Hot Wheels Hybrid Racers	PSX	Creative Director	Multiplayer game where player's cars morph into exciting vehicles.
Hot Wheels Micro Racers	PC	Creative Director	Mattel's first entry into value priced software.
Hot Wheels Mechanix	PC PSX Internet	Creative Director Executive Producer	Multiplayer internet game where players can customize and race their cars.
Virtual Bubba	PC Internet	Executive Producer	This small application could be downloaded or mailed to a friend
Matchbox World Adventure	PC	Creative Director	Product series that allows boys to become their dream professions.
Hot Wheels Stunt Track Driver 2	PC DVD PSX II	Creative Director	Improved feature set builds off success of original
Hot Wheels Slot Car Racers	PC Internet	Creative Director	Multi-player game that comes with two slot-car controllers that connect to the joystick port.
Mission Bravo	PC GameBoy	Creative Director	The first RTS game for kids.
Tyco Assault with a Battery	PSX	Creative Director	First hardcore racing game created for Mattel Media.
Hot Wheels Collector's Guide	PC	Executive Producer	A reference product contained the entire history of Hot Wheels
Hot Wheels Stunt Track Driver	PC Mac GameBoy	Executive Producer	This was the top selling Boys title several months in a row in '98.
Hot Wheels Crash	PC N64	Executive Producer Designer	This product tested better then any other game Mattel has ever focus tested.
Caterpillar Construction Zone 1 & 2	PC GameBoy	Executive Producer	PC Product came with keytop controller.
Nick-Click Camera	PC	Executive Producer of Pre-production	Digital Camera for children that retails for less then \$60.00.
Barbie Ocean Discovery	GameBoy	Executive Producer of Pre-production	Quickly and cheaply ported top selling PC title to create Mattel's first Gameboy product.
Hot Wheels Custom Car Designer	PC	Executive Producer	I took over this failing project from another producer and brought it in on time and under budget.
NASCAR Cybercards	PC	Executive Producer	Six separate products featuring top NASCAR Drivers.
Catz	PC	Designed and developed 3D display technology	The display system I created was also used in each of the new product lines (Oddballz, Babyz)
Dogz	PC	Designed and developed 3D display technology	PF. Magic's Petz line has sold over 6,000,000 units Winner of many awards including Oppenheimer Platinum
Ballz	3D0 Super-Nintendo	Designer Project Leader	First 3D fighting game on a console system
Ballz	Genesis	Designer Lead Programmer	First game created to be played over a modem on a console system