

"Turning the Tide: Hiring & Retaining Women in Games"



Wednesday, March 4, 2015

Our Speakers...

- Fiona Cherbak, Senior Staffing Specialist, Gameloft
- Isabelle Tremblay, Head of Human Resource, Square Enix Europe Studios
- Cindy Armstrong, U.S. Regional Administrative Director, Wargaming
- Susan Bollinger, Director, Talent & Culture, Certain Affinity
- Ginger Maseda, Director of Global Talent Acquisition, Electronic Arts
- Cathy Montes, Director of Talent Acquisition, Zenimax Media

Women in the Games Industry



Women as Game Developers



*Sheri Graner Ray,
Creative Director and
Game Design Author*



*Beth Beinke-Schwartz,
Level Designer,
Certain Affinity*



*Georgia Nelson,
Senior Programmer,
Wargaming.net*



*Robin Hunicke,
Designer & Executive
Producer, Funomena*



*Brenda Romero, Game
Designer/Developer,
Romero Games, UCSC*

Women as Games Industry Leaders



*Laura Fryer,
General Manager,
Oculus Rift*



*Amy Hennig, Senior
Creative Director, EA*



*Kiki Wolfkill
Executive Producer,
343 Industries*

*Lucy Bradshaw,
Senior VP, EA*



*Mojdeh Gharbi,
COO, Certain Affinity*

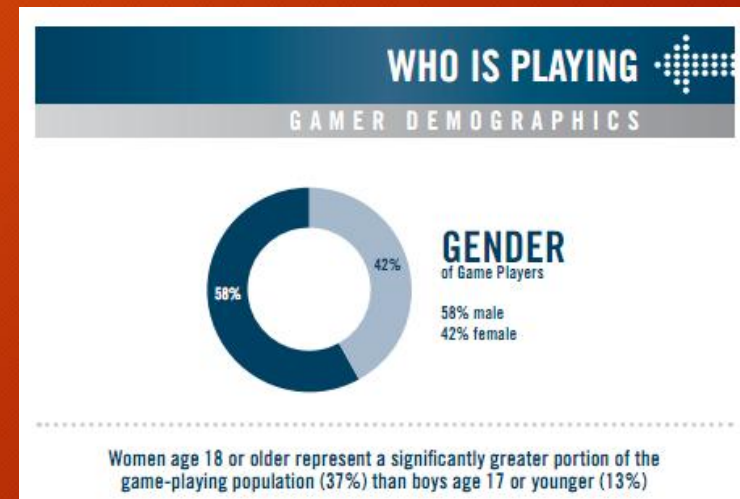
Women-Focused Community & Development Groups





Women as Game Characters

Women as Game Consumers



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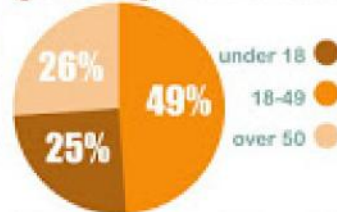
Bethesda

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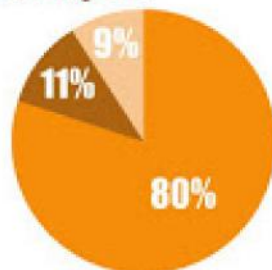
2 out of 5 gamers are **female**

gamer age distribution

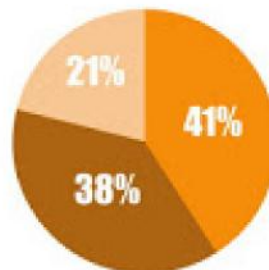


32 YEARS OLD
the age of the average gamer

Primary Console Players:



FEMALE



MALE



BATTLECRY



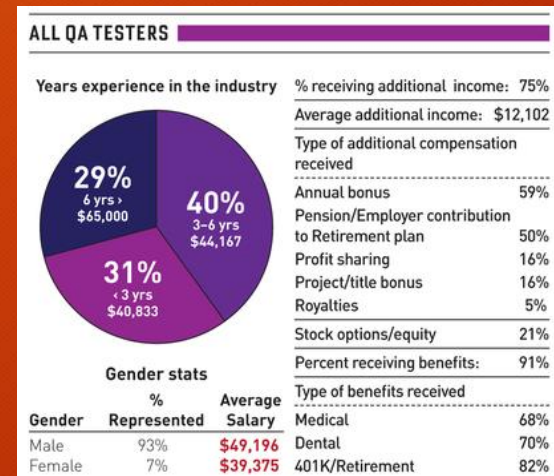
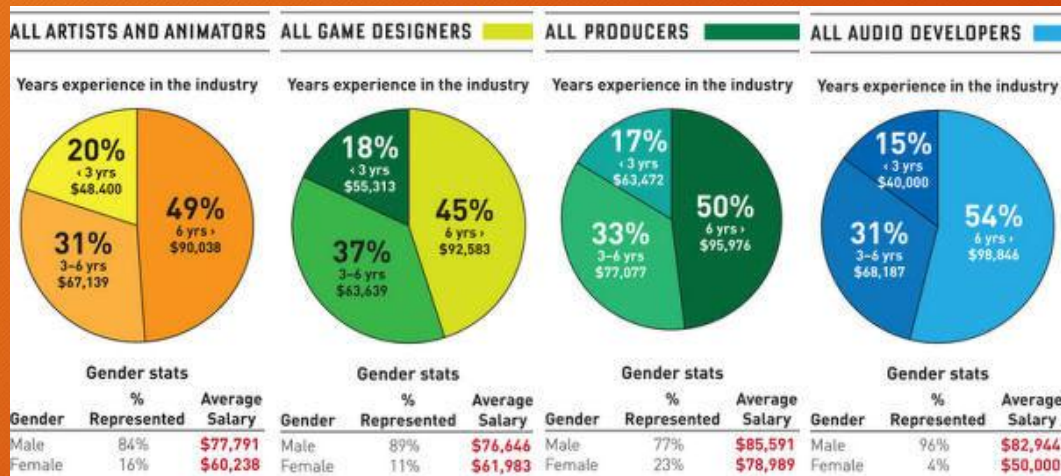
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STUDIOS

Bethesda

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Women as Games Advocates





Games Industry Wages & Gender

Courtesy of the 2014 Gamasutra Salary Survey