

BECKER COLLEGE

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Worcester, Massachusetts

Academic Panel

Academic Panel I –
Wednesday, September 14
2:00 p.m.

THE
PRESIDENTIAL

Inauguration

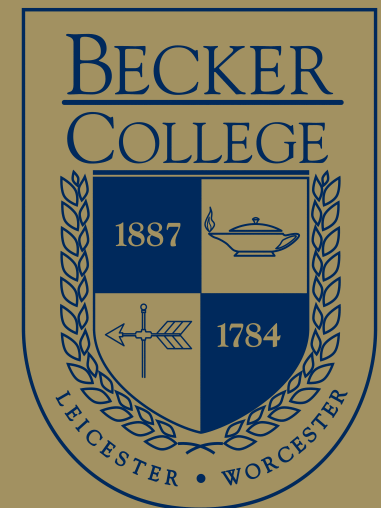
OF

ROBERT E. JOHNSON, PH.D.

Academic Panel I –

Changing the Game: How Digital Games are Changing Entertainment and Education

Digital games are playing a remarkable role in changing global economies and societal behaviors. Step function growth in digital games-based emerging technologies is surging across borders, markets, and sectors. Growth curves consistently trend positive as consumers, institutions, and businesses around the world incorporate digital games into their personal lives and daily operations.



Academic Panel I – Changing the Game: How Digital Games are Changing Entertainment and Education

GORDON BELLAMY Honorary Chair and Panel Moderator



Gordon Bellamy has served as the executive director of the International Game Developers Association (IGDA) since November 2010. He has spent the past 17 years producing and marketing interactive content. He also develops strategic business partnerships with video game publishers, social media developers, and technology partners.

As an executive consultant for MTV, Bellamy provided creative guidance on the content, direction, and strategic marketing partnerships for the annual Spike TV Video Game Awards show and the highly rated weekly program GameTrailers TV. Previously, he was executive director of the game industry's trade organization, the Academy of Interactive Arts and Sciences. Bellamy has also fulfilled key business and product development roles at Electronic Arts, where he was named the company's Rookie of the Year for his work on the best-selling Madden Football franchise, THQ, and Activision subsidiary, Z-AXIS.

Bellamy previously served as chair of the board of the IGDA and serves as a judge for the Promax/BDA MI6 Awards, which celebrate the best in marketing, advertising, and design within interactive and game entertainment.

He holds a B.A. in engineering from Harvard College, where he was also a John Harvard scholar and an AT&T/Bell Labs Engineering scholar. Bellamy resides in Los Angeles, California.

PAUL D. COTNOIR, PH.D.



Paul D. Cotnoir, Ph.D. leads Becker College's computer video game department as chair of design. He started at Becker College in 2002, and has served in various capacities, including associate dean of the Centers for Learning and Career Advancement and dean of New Initiatives. He has over 27 years of experience in higher education, industry, and the public sector in the areas of automation, robotics, fiber optics, economic development, and manufacturing design. His doctoral dissertation quantified the vibrational parameters of ambulance travel and correlated those accelerations to patient comfort and safety as well as to crew performance parameters.

His current research interests include utilization of real-world data to produce instructive computer simulations within a video game environment.

CHAD DORSEY



Chad Dorsey is president and CEO of the Concord Consortium, a nonprofit research and development organization in Concord, Massachusetts, dedicated to igniting large-scale improvements in teaching and learning through technology. His professional experience ranges across the fields of science, education, and technology. Prior to joining the Concord Consortium, he led teacher professional development workshops as a member of the Maine Mathematics and Science Alliance. There he developed technology-embedded assessments, analyzed Web-based phenomena and representations for an online library, and co-authored an National Science Teachers

Association (NSTA) Press book of science formative assessment probes. Dorsey has also taught science in classrooms from middle schools through college and has guided educational reform efforts at the district-wide and whole-school levels. While earning his B.A. in physics at St. Olaf College and his M.A. in physics at the University of Oregon, Dorsey conducted experimental fluid mechanics research, built software models of Antarctic ice streams, and dragged a radar sled by hand across South Cascade Glacier. He first became acquainted with computers when his family hooked an Apple II to their fancy new color TV set, and he has been a shameless geek ever since.

JEFF GOODSILL



Jeff Goodsill is a veteran interactive entertainment executive, having led some of the most successful game development studios in North America. He currently serves as vice president and general manager at Tencent Boston and is responsible for growing and overseeing the studio and its products. Before that he was the general manager at Ensemble Studios, general manager and producer of Papyrus Racing Games, and president and executive producer of Iron Lore Entertainment. Hit franchises that Goodsill has worked on include Age of Empires, with over 15 million units sold, NASCAR Racing, Titan Quest, and Dawn of War. His accomplishments include

helping to position Ensemble Studios for a profitable Microsoft buyout, turning around a negative earnings studio and leading Iron Lore Entertainment to receive the best new studio award by the International Game Developers Association (IGDA).

MICHAEL LEVINE, PH.D.



Michael Levine, Ph.D. is the founding director of the Joan Ganz Cooney Center at Sesame Workshop, an action research and innovation hub devoted to harnessing the potential of digital media to advance young children's learning and healthy development. Prior to joining the Center, Levine served as vice president of new media and executive director of education for Asia Society, managing the global nonprofit's interactive media and educational initiatives to promote an understanding of Asia and other world regions, languages, and cultures. Previously, Levine oversaw Carnegie Corporation of New York's groundbreaking work in early childhood

development, educational media, and primary grades reform, and was a senior advisor to the New York City Schools chancellor, where he directed dropout prevention, afterschool, and early childhood initiatives. Levine often serves as an adviser to government and public media organizations such as the U.S. Department of Education, PBS, and the Corporation for Public Broadcasting, and writes for policy groups such as the *National Governors Association*, *Democracy Journal*, and *Education Week*. He serves on numerous nonprofit boards and advisory councils, including The Forum for Youth Investment, Teach For America, the U.S. Department of Agriculture's Healthy Apps Challenge, and Talaris Institute.

DAVE MCCOOL



Dave McCool has been in the software industry for over 20 years. He co-founded Muzzy Lane Software in 2002 and serves as its president and CEO. McCool has played a key role in the design of Muzzy Lane's software and games. He led Muzzy Lane's very successful launch of the Making History Gaming Headquarters, an interactive website that allows Making History players to chat, share game mods, review and rate content, and post After Action Reports. Prior to Muzzy Lane, McCool co-founded Aptis Communications, a VC-funded developer of carrier-class networking products, in 1997. As director of software, he built and ran a 25-person software group and was the architect of the Aptis software system. The company was sold to Nortel Networks in 1998 and went on to generate more than \$600 million in revenue from its CVX product line.

McCool began his career at Shiva Corporation, a developer of network-based peripherals, in 1987 as one of three employees. During his 10 years at Shiva, he rose from software engineer to business unit manager, also playing key software design and management roles along the way. Shiva went public in a very successful IPO in 1994. McCool graduated from MIT in 1987 with a B.S. in electrical engineering and computer science.

JON RADOFF



Jon Radoff is an entrepreneur focused on the intersection of the Internet, entertainment, and social communities. In 1992 he started NovaLink, an online game publisher that created Legends of Future Past, distributed commercially on the CompuServe network. Legends became one of the first independent, commercial game products on the Internet.

In 1997 Radoff founded Eprise, the creator of a content management system that was a forerunner of modern blog and wiki technology. At Eprise, he raised venture capital, established product strategy, and recruited a management team that succeeded in taking Eprise to Fortune 500 customers, culminating in a public offering on NASDAQ in 2000. In 2006 Radoff started GamerDNA, a venture-capital-funded social media company that built products driven by real-time gamer behavior. GamerDNA's advertising product reached over 10 million unique users per month and counted top-tier game publishers including Blizzard/Activision, Electronic Arts, Namco, and Turbine among its customers. GamerDNA merged with Crispy Gamer in 2009.

Radoff's new startup, Disruptor Beam, is a social game company that will shape the current social game landscape by leveraging his experience with software platforms, analytics, and online communities.