

Stephen Paul Marshall

Creative Director, gamer and visionary

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2006 – Present CyberSports Ltd - Producer, Creative Director & Co-Founder

I co-founded CyberSports Ltd in October 2006 after discussing the phenomena that is World of Warcraft with a family friend. After a brief conversation around the MMO market place it was obvious to us that the MMO platform had not touched all the game genres it could and as such we raised money to create Football Superstars an MMO football game I went on to design on the back of our conversation. This has led onto the design and development of Striker Superstars a cutting edge Unity3D 5 aside version of Football Superstars.

Key skills:

Visionary, Strategic IP creator, comprehensively understand MMO free to play, freemium and pay to play models, ability to design product based on genre, target audience, distribution strategy, budget and/or timescales or a combination of any of the prior, large or small. Game genre mechanics, monetisation: ARPU, ARPPU and LTV modelling. Manipulation of player motivations, mobile, social, casual, console and PC gaming. Statistical interpretation and building strategies based on KPI's, strategic team assembly, building and production, migration and integration of new technologies. Able to predict trends and identify opportunities, able to produce complex theory and break it down to individual deliverables while articulating complexities or challenges to non technical audience. Design of backend systems such as CRM and CMS. Brand integrations and promotion. Project management, Agile, Scrum. Management and direction of multiple disparate development teams. Aid with strategic planning of Marketing, Affiliate management, Digital Distribution, licensing and Brand development. QA, global IT Infrastructure and support systems. Network design and security.

My responsibilities have been varied during the years of Football Superstars, some of the key areas I have been instrumental in are:

- **Creative Director and Visionary:** After establishing the concept for FS I led the process from concept to scoped feature list and future roadmap while installed with the 3rd party development team. Leading design and development meetings while aiding with the granular design. This led to building the relationship with Unity Studios, scoping the Striker Superstars project and designing the core game elements.
- **Producer:** As we were a small organisation my duties included running the 3rd party team, ensuring the vision was adhered to, reporting to the board on progress ensuring quality met minimum standards and the balance between QA and the business needs were managed.
- **Monetisation and KPI strategist:** I have been directly involved in the scope and design of our KPI and affiliate systems and interpreting those KPI reports into meaningful changes of development priority.
- **Marketer:** I helped the business development manager sell the FS concept to potential partners including pitches to Puma, Nike, Dominoes and many others, also led frequent pitch's to potential investors describing the vision and demonstrating the product.
- **3rd party relationship manager:** Managed and help grow the 3rd party development team from 6 to 70 people at its height, I also facilitated the split from the original 3rd party creating a 16 strong in house team. More recently aided the GM in directing and managing our partnership with Unity Studios.
- **Development strategy:** Developed the strategy and managed the transition from the legacy 3rd party technology to Unity3D. Created and helped to manage an external and in house combined development team.

Greatest Achievement: Turning two "good ideas" into something tangible that has the potential to be a huge success and be a part of millions of people's daily lives.

2005 – 2006 King Sturge - European IT Project Manager

I joined the King Sturge London head office IT team to help them plan and deliver a European wide infrastructure for their 20+ offices spanning all major European countries from connectivity and security to collaborative tools such as centralised email and ERP systems.

Although a worldwide market leader in their field the King Sturge satellite offices operated often in relative autonomy around Europe and my role was to plan a series of projects to consolidate their working practices and provide availability of key central resources.

- Established medium/long term plans to consolidate the IT of all European offices.
- Re-established relationships and trust in corporate IT with the satellites management and staff.

Upon resigning from King Sturge to leave and work on Football Superstars I was asked by King Sturge if I could pursue my entrepreneurial objectives on a part time basis and remain with them for as long as possible which I managed for a further 2 months before I had to apply all of my time to CyberSports Ltd.

2000 – 2005 The Expro Group (Texas USA) Regional IT Manager, Americas

I joined The Expro Group, an oil and gas services company as a senior network engineer on the strength of my Citrix experience and was tasked with rolling out Citrix applications across their European sites as well as maintain their central infrastructure in Reading, England.

3 years of success with The Expro Group presented me an opportunity to take the position of Regional IT manager at their Texas offices where I was responsible for all elements of IT from VOIP solutions to security and infrastructure. As such I managed a number of business projects from an IT perspective including the amalgamation of an acquired company and a number of significant office moves.

- Introduced VPN solutions for core sites and remote users
- Delivered/Maintained ERP and other Citrix applications served from UK offices to Americas
- Introduced what was at the time a revolutionary VOIP solution for several major satellite offices

I saw success with a number of large and small satellite offices operating with a small close knit team resulting in lots of hands on management as well as plenty of travel and the pleasure of meeting people from many diverse backgrounds.

I have held a number of additional roles of interest from IT Manager for a small IT services company to Regional manager for Courage (Bar management) and a Croupier for Stanley casinos. All of which have furthered my life skills.

I have also “dabbled” in the social games space, I have a range of ideas and strategies from a focused approach of bringing the 80’s and 90’s greats to the iOS and Android and Smart TV marketplace to social games ranging from racing to zombie Olympics.

Social/Casual games have transformed the market and added a new platform in the last 2 years that many are still learning to embrace including the participants. No longer is gaming seen as a leisure pursuit of the nerd but a socially acceptable and often promoted pastime of the cleaner to the commuter thanks to the evolving social and mobile platforms, I believe the gap between casual and social and home audiences is not as large as many would believe, establishing the monetisation model and social hooks are key and I would like to explore this further.

Personal attributes

- Ability to understand a high level objective, turn it into a deliverable strategy and break it down to a number of sub tasks.
- Able to identify the potential ROI in terms of effort and prioritise accordingly.
- Unafraid of change and able to find solutions to the issues change can bring.
- Creative but pragmatic, I get the best from the opportunities and resource provided based on the business need.
- Able to consider “The dream” while keeping feet on the ground.
- Ability to present technical material to a broad non technical audience.
- Can negotiate sensitive issues and resolve conflict.
- Strong project management history and ability to manage a team based on personalities not just project principals.
- Strong communication skills.
- Keen analytical and detail focused eye applied to all scenarios.
- A keen gamer with an understanding of how games have evolved.
- Provide pragmatic and objective advice to peers.
- Ability to predict and solve problems before they manifest into issues.
- Measure team/s ability to deliver based on the complexity of any feature/design and interpret that into meaningful road map.dd
- Significant international travel has given me well grounded people skills.
- Endless creative, I am able to build on an idea and turn anything into a structured product based on cost and or timeframe.
- Logical problem solver, any issue can be solved given time and inclination.

Education/Qualifications

- CCE 2003/2005 – Citrix certified engineer
- CCIE 2003/2005 – Citrix certified internet engineer
- BND in computer studies/computer science – Dacorum College, Hertfordshire, UK
- 6 O levels grade b+ including English lit – Halsey school, Hertfordshire, UK
- A level Pure maths and English lit – Halsey School, Hertfordshire, UK

Although Football Superstars and Striker Superstars have been my focus for the last few years I limitless capability to create new IP and have green light design documents and high level designs available. I also have a pretty clear picture on how much and how long each would take to develop and what it would take to deliver them.

<http://footballsuperstars.com>
<http://strikersuperstars.com>

Full client MMO
Unity based online MMO