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**[www.dusenberryentertainment.com](http://www.dusenberryentertainment.com)**

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### SUMMARY

Career focus in interactive entertainment and media content applications including electronic games, video console games, video hand-held games, CD-ROM/DVD, internet games, wireless entertainment, social networking, FLASH animation, interactive toys and emotion based entertainment

Visionary leader with a proven track record for building exceptional teams and achieving extraordinary business results in a fast-paced, evolving interactive industry. Creative strategic thinker who can expand existing markets and develop new markets. Solid general manager with experience in both start-up and mature business environments. Expertise in mergers and acquisitions, marketing, sales, new business development, strategic planning, product development and innovation.

### EXPERIENCE

#### **Founder**

**2001 - Present**

**DUSENBERRY ENTERTAINMENT, INC.**, Marblehead, Massachusetts

Dusenberry Entertainment provides business services such as strategic development, management leadership, venture capital, creativity, marketing, brand licensing, development services and distribution solutions to interactive entertainment clients.

Major focus has been in mobile games, on-line games, robot entertainment, virtual content, movie games, social networking and motion/emotion applications. The company focuses on leveraging partnerships and building shareholder value. Provide CEO services to early stage start-up companies. Mentor young CEO's on management issues and strategic objective planning. Member of several start-ups Board of Directors.

Successfully built and managed multiple venture backed media publishing companies. Created roll up and mergers for start up's including Call-it Entertainment, Chasma Mobile Games, Kayak Interactive, Hook Mobile, K-MOTION Interactive and Robonica..

Inventor and patent owner of, "In-Theater Interactive Entertainment," a platform system that provides an interactive link between Smart Phone users and the movie screen. Please see [www.dusenberryentertainment.com](http://www.dusenberryentertainment.com) for more information on this project and a list of our former and current clients.

#### **SVP Sector Head, General Manager**

**1995 - 2001**

**HASBRO INTERACTIVE, INC. AND GAMES.COM**, Beverly, Massachusetts

Hasbro Interactive, Inc. was a leading all-family interactive games publisher formed in 1995. Created this company to expand the deep library of toy and board games brands of parent company, Hasbro, Inc. Company developed to capitalize on an explosive and lucrative computer game market.

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Expanded business charter included development of original and licensed games for the PC, Sony PlayStation, Nintendo 64, Nintendo Gameboy, Sega Dreamcast, Sony PlayStation 2 and X-Box game consoles. Headquartered in Beverly, Massachusetts, Hasbro Interactive had offices in the UK, Germany, Canada and Australia.

Accountable for all phases of business from product selection to retail sales with full profit and loss responsibility. Grew Hasbro Interactive, Inc. to a \$200 million global interactive game publisher in six years. Created popular game hits such as: *Monopoly*, *Scrabble*, *Tonka*, *Civilization II and III*, *Wheel of Fortune*, *Frogger*, *Pacman* and *NASCAR Heat*. Negotiated licensing agreements with *NASCAR*, *NFL*, *Nickelodeon*, *Sony*, *Universal*, *Konami*, *Namco* and *Capcom*.

Grew business to a Top 3 Games Publisher and a Top 5 Video Game Publisher and #1 in Casual Games; grew employee base to 500 employees worldwide. Revenue was 75% U.S. based, 25% European based. Simultaneously expanded market categories from family and children's software to include action, sports, simulation and strategy games.

Acquired and integrated Atari (\$5MM), Avalon Hill (\$6MM) and MicroProse (\$70MM) in 1998. MicroProse provided four creative development studios in the U.S. and Europe. Acquired Europress (\$12MM) in 1999. Identified Wizards of the Coast (\$325MM) as an acquisition target for Hasbro, Inc. Acquired the rights to the *Games.com* URL in 1995.

Founded, developed and launched *Games.com* in December, 2000 to expand upon Hasbro Interactive, Inc. business plan. Extended casual games play capability to include multiplayer gaming over the internet. Created and implemented the *Games.com* business plan which was the coming together of game content, community and e-commerce. *Games.com* achieved the status of being the #2 gaming site and the 14<sup>th</sup> "stickiest" site in its first month of operation.

Led team through sale of Hasbro Interactive Inc. and Games.com to Infogrames, Inc. in January, 2001. Worked with Smith Barney Investment Bank and achieved sale value of \$275 million. Hasbro, Inc. shareholders gained \$100 million in immediate cash/stock value, \$50 million in guaranteed licensing income over the next 15 years, and \$125 million in investment debt relief.

**Vice-President of New Business Development**

**1973-1995**

**PARKER BROTHERS/MILTON BRADLEY**, Beverly, Massachusetts

Held various positions with increasing levels of responsibility at Parker Brothers and Milton Bradley (1995) which was owned by General Mills and Tonka Toys before it was purchased by Hasbro, Inc. in 1991. Significant accomplishments include management of all phases of marketing, field sales, sales support, research and development and new business development. Expanded *Nerf* toy line from an indoor to an outdoor line with *Nerf Football*. Developed the *Franklin Mint Monopoly* game. Developed the first two *Monopoly/McDonald's* promotions. Created and sold the first licensed lottery game, *Monopoly Lottery*, to the Massachusetts State Lottery Commission in 1991. Produced over 200 TV commercials and product presentation videos. Led the inventor relations efforts and published classic games such as: *Don't Wake Daddy*, *Pro-Action Soccer*, *Ele-fun*, *Goofy Golf* and the #1 adult game, *Catch Phrase*. Generated over \$500 million in new business between 1991 and 1996. Identified the emerging interactive technology advances as a new business opportunity for Hasbro, Inc. Created and wrote the business plan for Hasbro Interactive, Inc.

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**EDUCATION**

Attended Northeastern University, Boston, Massachusetts  
Columbia Business School, Finance & Accounting for the Non-Financial Executive, certificate awarded.

**PROFESSIONAL AFFILIATIONS**

Board of Directors, Livewire Mobile  
Board of Advisors, Brass Monkey  
Board of Advisors, Finger Point  
Board of Advisors, Realta  
Board of Trustees, Salem State College Enterprise Center

**Former Affiliations**

Chairman of Board of Directors, iGamesWorks  
Board of Directors, Robonica  
Board of Directors, Hook Mobile  
Board of Advisors, Blaze Interactive  
Chairman Board of Directors, Chasma Mobile Games  
Board of Directors, K-MOTION, Interactive, Inc  
Board of Directors, Tripping.com  
Board of Advisors, Ideasphere

Board Member, Interactive Digital Software Association  
Board Member, Entertainment Software Rating Board  
Co-Chairman of "Night to Unite" Industry Fundraising Event

Board of Trustees, North Shore Medical Center  
Board of Governors, Tedesco Country Club  
President of Board, Boys & Girls Club of Greater Salem  
Board of Directors, Goldthwaite Salt Marsh Reservation, Marblehead  
Vice Chairman, Salem Hospital Board of Directors  
Corporator, Danvers Bank

**BIO / Tom Dusenberry, Dusenberry Entertainment**



Tom Dusenberry is the Founder of [Dusenberry Entertainment](#). He has been involved in the games industry for the past 30 years. A former CEO of Hasbro Interactive, Games.com and Atari. Mr. Dusenberry is closely associated with great games such as Monopoly, Trivial Pursuit, Frogger, Star Wars, NASCAR, Roller Coaster Tycoon and hundreds of other fun games. He is a creative strategic thinker who can expand existing markets and develop new markets. His career focus in consumer electronics and media content applications includes electronic games, video console games, video hand-held games, CD-ROM/DVD, internet games, wireless entertainment, FLASH animation, social networking, consumer robots, Movie Games, interactive toys and

emotion based entertainment.