



## Eric M. Scharf

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### Curriculum Vitae Summary

Eric M. Scharf has been a part of the software and technology industries, as well as related media industries since 1991, and he has a BFA in Character Animation from California Institute of the Arts.

Through various executive, middle management, and production-level capacities – using agile, waterfall, and mixed methodology approaches (MMA) – Eric has helped build the distributed teams, frame the creative concepts, outline the user experiences, shape the development, execute the launches, and guide the market presence for a wide variety of software products, both domestic and international, consumer and enterprise, entertainment and business, covering a broad spectrum of genres, and spanning several mainstream hardware platforms.

**Eric's familiar platforms and environments** include Apple (iOS / MacOS), Android OS, Microsoft Windows / Windows Mobile, Super Nintendo / Nintendo GameCube, Sega Genesis / Sega Saturn, Sony Playstation (1, 2, and 3), Microsoft Xbox / Xbox 360, as well as proprietary location-based entertainment (LBE) systems.

**Eric's product delivery experience** covers a range of commercial, retail, and non-profit product types and themes – including gaming software (AAA, entertainment, serious / simulation / training, edutainment, casual, and mobile), and virtual worlds, as well as digital business / marketing solutions (independent, responsive, CMS-based e-commerce sites, enterprise productivity software, and gamification apps).

**Eric's management background** provides a solid end-to-end solution. Strong executive leadership, strategic planning, and effective communication (from internal to vendor partnerships to client-facing to public relations) delivered on the frontend. In-depth oversight (of studios, products, risk assessment, operational development, team building, global outsourcing, contract negotiations, production pipelines, process improvement, budgeting, and scheduling) delivered on the backend, along with user experience design, creative direction, and usability testing in-between.

**Eric's management approach** is one of information flexibility towards all stakeholders – from clients and investors to executives and development supervisors to production staff – with a laser focus on building, maintaining, and continuously refining an operational infrastructure into which all moving parts can cleanly fit.

Eric maintains consistent communication with personnel on all levels at all times – to confirm plan comprehension and collaboration quality. Eric uses metrics gathered from that regular contact as the foundation for ongoing decisions on product scope, personnel availability (from internal to vendor partnerships), build schedule fluidity, and client relations.

Eric is the results-oriented conduit between clients, core product development disciplines, and post-production partners for the careful shepherding of product ideas, refined production methodologies, and a clever market presence – from concept to completion.

If you are looking for someone who can manage your promising concepts and resources into (more) successful long-term results, Eric M. Scharf is an established leader and respected manager who can deliver for your personnel, your products, and your company.