Eric M. Scharf
Senior Creative Management Specialist
Of P3 (Products, Projects, & People)

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Curriculum Vitae Summary

I have been a part of the greater software and interactive media industry since 1991, and I have a BFA from California Institute of the Arts. Through various executive, middle management, and production-level capacities – using agile, waterfall, and mixed methodology approaches (MMA) – I have 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.

Platforms and environments with which I am familiar include Apple (iOS, MacOS), Android OS, Microsoft (Windows Desktop, Windows Mobile, Xbox, Xbox 360), Nintendo (SNES, GameCube), Sega (Genesis, Saturn), Sony Playstation (1, 2, and 3), XR (AR, MR, VR, and WebGL), and proprietary location-based entertainment (LBE) systems.

My 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 digital business / marketing solutions (independent CMS-based e-commerce site, enterprise productivity software, and gamification apps).

My management background is constructed around an end-to-end approach. Determined leadership, strategic planning, and effective communication (between executive leadership, production personnel, external partners, and end-user clients) delivered on the frontend. In-depth oversight (of studios, operational development, risk assessment, contract negotiation, team building / vendor procurement, production pipelines, process improvement, projects, and products) delivered on the backend. User experience guidance, creative direction, and usability testing progressively delivered in the middle.

My management style is one of information flexibility towards all stakeholders – from executives to development supervisors to production staff (and back again whether to celebrate victory or review red flags) – with a laser focus on building, maintaining, and continuously refining a delivery infrastructure into which all moving parts can cleanly fit.

I maintain consistent communication with personnel on all levels at all times – to confirm plan comprehension and collaboration quality. I use that regular contact as the foundation for ongoing decisions on product / project scope, personnel assignments / availability, proactive options for end-user clients, and – in turn – delivery schedule fluidity.

I am the results-oriented conduit between clients, core product / project development disciplines, and post-launch partners for the careful shepherding of product / service ideas, refined production methodologies, and a clever market presence, from concept to completion and beyond.