

ANISH BABY GEORGE

Product Leader | Operator

CONTACT



Seattle, WA
Address



+1 206-7398277
Phone Number



anishbgeorge@gmail.com
Email



linkedin.com/in/anishbgeorge/
LinkedIn

EXPERTISE

Live Services Leadership
Product management
Data Analytics
System Design
Crafting Product Vision
Game Development
Developing high performance teams
Strategic Planning
P&L Management
Community & Social
Operations Management & Optimization
Consumer Insights

EDUCATION

MARKETING – PGDM (MBA)
S. P. Jain Institute of Management, Mumbai
2009 - 2011

B. TECH – ELECTRONICS & COMMUNICATIONS
ENGINEERING
Amrita School of Engineering, Coimbatore
2003 - 2007

SUMMARY

- I am a product management leader with over 13 years of comprehensive experience in building products, spearheading revenue growth, and developing high performance product teams.
- From redesigning the user offering and growing LTV for a 20-year-old game subscription business to shipping a pioneering game in the web3 industry, I learn and evolve rapidly to meet changing business needs and product challenges.
- I possess a keen ability to turn business strategy into successful consumer experiences & business value through a strong bias for action, data driven decision making and an iterative growth mindset.

EXPERIENCE & PERFORMANCE HIGHLIGHTS

Head of Product | ZTX

Seattle, USA / Apr 2024- present

Responsible for product management, game design, experience design, and game production at ZTX.

- Established foundational frameworks for product management, game design, analytics and UX that resulted in impactful decisions and product experiences.
- Coalesced the product vision and developed a multi-year product strategy for the ZTX PC game that enabled the team to rally under a singular goal.
- Built clarity across roles, responsibilities, product requirements and production processes to drive a significant increase in development velocity.
- Led the design and development of a free-to-play social simulation mobile game that leveraged tradable assets, creator economy and player value creation.

Vice President, Games | Mythical Games

Seattle, USA / Jul 2021- Jan 2024

Led the development of Blankos Block Party, Mythical's flagship game. Built a high-performance game development team and led new game development for mobile.

- Led the game to a successful launch gaining over 1 million user accounts and generating over \$20M in Gross Sales within a challenging web3 market.
- Established product management function and built capability for experimentation, monetization, economy modelling, and user acquisition.
- Created the analytics framework and established data driven decision making process for product management, production, and marketing.
- Crafted the design and product vision for a new mobile casual game and led it through greenlight and into development.
- Empowered the community & social team and implemented a growth strategy that drove a 29% and 11% audience growth for Nitro Nation WT and NFL Rivals.

Major Achievements: First web3 game to be distributed through Epic Games; First web3 game to partner with Burberry, Deadmau5, and Toho; First web3 game with ESRB/PEGI ratings; Won two Best Web3 Casual Game Awards

LANGUAGES

ENGLISH
Native speaker

HINDI
Fluent speaker

TAMIL
Fluent Speaker

MALAYALAM
Native Speaker

AWARDS

EMPLOYEE OF THE YEAR – SLINGSHOT, EA, FEB 2017
For valuable, consistent contributions to the studio's growth.

SPOT AWARD – SLINGSHOT, EA, NOV 2016
Recognition for outstanding performance.

ANNUAL AWARDS AT PHILIPS – 2014/15
Recipient of multiple awards across Innovation, Business Performance, Entrepreneurial Spirit & Functional Excellence

EMPLOYMENT HISTORY (CONTINUED)

Product Director / Interim Studio Director | Pogo, Electronic Arts
Seattle, USA / Jul 2019 - Jul 2021

Brought in as Lead PM to build product management, analytics & live service practices. Subsequently took ownership of the game development, subscriptions, and web experience. Stepped up as Studio Director for 6 months to solve business priorities.

- Built and led a high-performance product team of PMs, analysts, designers and producers, responsible for 50+ HTML5 games and the delivery of \$50M+ in revenue.
- Delivered a 14% revenue turnaround on a 20-year-old, declining consumer product with projected annual growth of over 5%.
- Produced a 49% lift to average revenue per user, against a target of 20%, by introducing monetizable events and long-term player meta.
- Formulated and executed a multi-year product roadmap that resulted in a fully redesigned web subscription service & gaming experience while minimizing churn.
- Acting as Studio Director, devised a product strategy to enter the mobile market, and drive steady growth over two years while ensuring stability of the global team.
- Managed and grew a portfolio of 50+ games tied together by strong live services & social layers, constantly evolving through a rolling 3-year product & games roadmap.

Lead Product Manager | Slingshot Games, Electronic Arts
Seattle & Hyderabad / Jun 2017- Jul 2019

Responsible for the live services portfolio comprising of Plants Vs. Zombies Free, Bejeweled Blitz, Bejeweled Stars, Bejeweled Classic, Teris Blitz, and Teris Classic

- Delivered \$35 million in portfolio revenue for FY19, beating annual target by 7%.
- Increased daily average revenue per user (DARPU) of a mature product by over 50% through the dynamic delivery of new live service features and optimizations.
- Drove a 19% lift in conversion through the design of web-based in-game events.
- Boosted ad-spend ROI for an established product franchise, leveraging the large and loyal player base and surpassing annual revenue targets by 50%.

Senior Product Manager | Slingshot Games, Electronic Arts
Hyderabad, India / Feb 2016 - Jun 2017

- Formulated & executed a product roadmap with strategic features, resulting in an average revenue per user upsurge of 60% for FY18 and 25% for FY19.
- Leveraged analytics to revive a failed feature and, in collaboration with the engineering and art teams, improved conversion rates by 22%.
- Introduced segment targeting, flexible pricing and UI modifications resulting in a DARPU growth of 20% and a 10% rise in conversion rates.

Senior Product Manager, Product Manager & Deputy Manager I
Philips India Ltd. *Delhi, India / Jun 2011 – Jan 2016*

- Grew the Home lighting business from a \$11M to a \$88M business. Managed a portfolio of over 50 products and delivered a 31% CAGR.
- Redefined the value proposition for a key product line, resulting in growth of 27% and an internal gross margin improvement of 127%.
- Created three new retail product categories, resulting in a 58% CAGR. Set up the first e-commerce business line for Philips Lighting and drove 5X sales growth.