



Steven T. Chiang

Senior Vice President and Group General Manager—EA SPORTS Label
Electronic Arts

Steven Chiang is the Senior Vice President and Group General Manager of EA SPORTS, the number one video game brand in the world. As the SVP and Group GM, Steven oversees Electronic Arts' (EA) sports development studios in Orlando, Florida and in Vancouver, British Columbia, Canada. The two studios are comprised of 1600 employees and are responsible for the development of numerous top-selling and award winning video games including the *Madden NFL*, *FIFA*, *NBA*, *Tiger Woods PGA Tour*, *NASCAR*, *NHL*, *NCAA Football and Basketball* franchises. Steven oversees all product development in the EA SPORTS Label. According to Forbes, EA SPORTS is the number 5 top sports brand in the world. Steven Chiang was named as one of Sports Business Journal's "Forty under 40" in 2008.

The EA Tiburon studio (Orlando, FL) develops *Madden NFL Football* - the all-time bestselling video game franchise in North America, and the most critically acclaimed sports title in the video game industry. The *Madden NFL Football* franchise has sold over 60 million units thus far and has won numerous awards including Spike TV's "Best Team Sports Game" (2007) and Game Trailers' "Best Sports Game of the Year" (2007). The *Madden NFL* franchise received one of its highest honors in 2003 when it was inducted into the Pro Football Hall of Fame. Tiburon also develops the top selling sports franchises *NCAA Football*, *Tiger Woods PGA TOUR* and *NASCAR*.

Electronic Arts Canada (EAC) is the world's largest development studio for interactive entertainment. EAC was created in 1992 when EA acquired Burnaby-based Distinctive Software. Since then, EAC has continued to grow and ignited Vancouver's emergence as a worldwide hub of game development. EAC's custom-designed campus, which originally opened in 1998 and nearly doubled in size between 2005 and 2006, now includes three distinctive buildings with more than 400,000 square feet of state-of-the-art production studios, meeting and continuing education facilities, fitness centre and more.

Many EAC titles routinely sell more than 1 million units each year, including FIFA Soccer, the best-selling video game franchise in the world with more than \$2 billion in lifetime revenue. EAC also develops the *FIFA Street*, *Fight Night*, *NBA LIVE*, *NBA Street*, *NHL® Hockey* and *NCAA® March Madness* franchises.

Steven earned a degree in Electrical Engineering at Columbia University and following graduation, he worked for a game developer and created *WeaponLord*. In 1994, Steven co-founded his own game

company, Tiburon Entertainment, who developed the popular *Madden NFL 96 and NHL 96* titles for the Super Nintendo. Electronic Arts acquired Steven's company in April of 1998 when he was only 27 years old. In July of 2002, Steven became the General Manager of EA Tiburon.

Steven's flourishing career in the gaming industry is complimented by his two patents, both of which relate specifically to sports video games. Steven is credited by the U.S. Patent and Trademark Office with the invention of "Systems and methods for simulating game state changes responsive to an interrupt condition" (May 11, 2004) and "Using shared files in a game console or computer for cross-game state sharing" (January 2, 2007).