



# ESSENTIAL FACTS

# 2019



ENTERTAINMENT  
SOFTWARE  
ASSOCIATION OF CANADA



Nordicity

# Introduction



Our research is intended to provide insights into industry growth as well as context for policymakers and legislators.

In support of this mandate, ESAC has profiled industry professionals to provide an insider's look at exciting talent opportunities and innovations across the country.

We are pleased to invite audiences to view video profiles from five studios Other Ocean Interactive, Ubisoft, EIDOS-Montréal, EA-Bioware, and Kabam.

These studios are known for creating iconic Triple-A games, and now we want to you to meet the people behind those games and learn about how they are advancing our industry and growing the game.



## **Lesley Phord-Toy**

**Corporate Affairs Director, Central and Western Canada – Ubisoft  
Toronto (Ontario)**

With a foundation in engineering from the University of Waterloo, Lesley Phord-Toy’s 20-year career has ranged from software development for visual effects in Los Angeles, to video game development and production in Vancouver, Montreal, and Toronto. A founding member of Ubisoft Toronto, Lesley helped to grow the studio from 5 to over 800 people and has led projects and teams on several blockbuster Ubisoft brands including Tom Clancy’s Splinter Cell, Assassin’s Creed, and Watch Dogs.

In her current role as Corporate Affairs Director, Lesley is responsible for overseeing strategic corporate initiatives for Ubisoft, with a focus on government, institutions, and industry partners in Central and Western Canada. She is excited to support the growth and development of the video game ecosystem through her mandate to lead programs targeted towards education, research & development, and entrepreneurship.



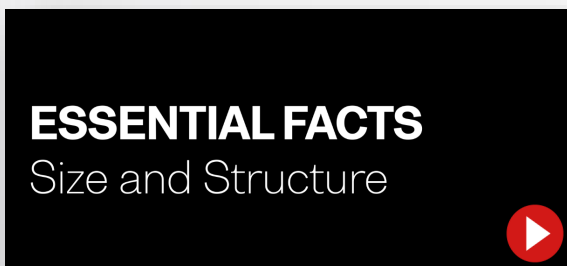


## **Chris Navarro**

Development Director – Other Ocean Interactive

St. John's (Newfoundland)

Originally from Mexico City, Chris moved to California in 1999. He started his career as a videogame developer working with LucasArts in 2004 as a tester and worked his way to an assistant lead and Compliance lead. Eventually in 2008 he moved with his family and settled in Newfoundland and Labrador, Canada. In 2009, he once again joined the video game industry with Other Ocean Interactive, a Canadian videogame company. Chris has been part of Other Ocean Interactive for 10 years and has worked on many titles as a tester, producer and now as the Development Director of the Newfoundland studio.



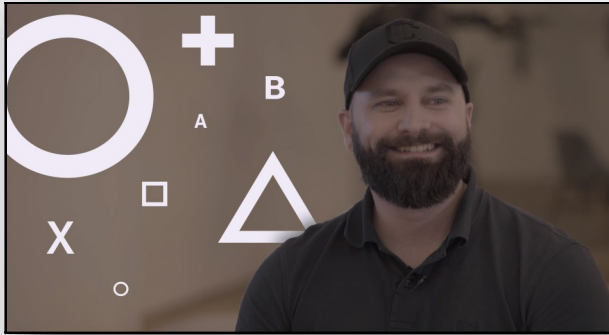


## **Tania Poulter**

**Director, Product Development – EA Edmonton (Bioware)  
Edmonton (Alberta)**

Tania is the leader of EA Create Art, a diverse group of artists spread across the globe. Create Art delivers compelling visual experiences across multiple genres and art styles. Visual art and technical art unite to create incredible characters and the worlds they inhabit. Tania has been in the games industry for over 15 years and is passionate about guiding others to be better versions of themselves. She sits on the Board of Directors for EA Women’s Employee Resource Group and an advocate for diversity and inclusion. Tania lives Edmonton but travels the world to support her teams. She is a wife and mother to three amazing kids.





## Éric Martel

Director of AI and Machine Learning, Eidos-Montréal  
Montréal (Quebec)

Eric Martel is currently Director of AI and Machine Learning at Eidos-Montréal, where he manages a department that researches and develops innovative game development methods through the use of AI. Eric has worked in the games industry for the past 18 years. Over these years, he led gameplay teams in developing creative and robust game AI on franchises such as Assassin's Creed, Far Cry and Thief.

A firm believer of sharing experience and knowledge, Eric spoke at multiple conferences including the GDC and MIGS. He also published articles in the AI Wisdom and Game AI Pro series.





## Sven Tapp

Head, Business Intelligence, Kabam

Vancouver (British Columbia)

Sven Tapp is an awarded management accountant with over fifteen years of strategic analysis experience, empowering organizations to achieve strategic objectives by delivering critical management information for decision-making. As the Head of Business Intelligence for Kabam Games Inc., he leads a team responsible for corporate business intelligence and analytics, business-decision modelling, and strategic planning. Sven has spent over fifteen years in growth tech fields. Before Kabam he worked for five years in direct marketing and e-commerce in Japan followed by over seven years in strategic planning and marketing roles for two of Canada's major mobility companies.

