# Activision Blizzard Expands Esports Leadership Team

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*Key new hires bring expertise from entertainment and traditional sports sectors to support strategic marketing, commercialization, and business-planning initiatives*

SANTA MONICA, Calif.--(BUSINESS WIRE)--Mar. 15, 2018-- Today Activision Blizzard, Inc. (NASDAQ: ATVI), announced that it has filled three key esports leadership roles for Activision Blizzard Esports Leagues. **Daniel Cherry** has joined as chief marketing officer, **Marc Kolin** has come on board as vice president of finance & strategy, and **Brandon Snow** has been tapped for the role of chief revenue officer. The three bring a wealth of experience from traditional sports, entertainment, and venue management, and will be supporting several esports goals and initiatives, from viewership and brand awareness (Cherry) to financial oversight and reporting (Kolin) to commercialization and corporate partnerships (Snow).

"We're committed to maintaining the highest degree of excellence and professionalism in our operation, as well as creating value for our fans, players, and partners with every aspect of our leagues, and the addition of Daniel, Marc, and Brandon to our management team reflects the depth of that commitment," said Pete Vlastelica, president & CEO of Activision Blizzard Esports Leagues and Major League Gaming. "I'm thrilled that these three talented organizational leaders are bringing their years of sports and entertainment experience to our team, and I look forward to working with each of them to further drive our ambitious marketing, commercialization, and business-planning initiatives."

**Daniel Cherry** brings over 20 years of marketing experience to this new role, most recently serving as chief marketing and innovation officer for the New Jersey Devils and the Prudential Center, where he oversaw all marketing/sales strategy, branding, and innovation, as well as being a part of the senior leadership team that supported business operations across multiple professional sports and esports teams. "The company's innovative approaches to supporting its brands across pop culture is evident in iconic franchises like Blizzard's Overwatch ® and Activision's Call of Duty ®, where both celebrate their communities in unique ways beyond the games, as entertainment platforms, and as distinct professional leagues," said Cherry. "The company's desire to revolutionize the modern sports and entertainment landscape resonates deeply with me, as it does with the millions of passionate fans who make up their global esports communities. I'm looking forward to supporting these efforts by celebrating these professional players and growing the esports fan base worldwide."

**Marc Kolin** comes most recently from NBC Universal, where he was responsible for all analytics, financial planning and analysis, strategic initiatives, and back-of-house accounting for Universal Studios Hollywood Theme Park in Los Angeles. Prior to that, he worked in business development for both the National Football League and the National Basketball Association. "It's an exciting time to join the great organization behind both the Overwatch League and Call of Duty World League," said Kolin. "The teams have already done an extraordinary amount of work to achieve such great results, and there is much more to come as we strive to reach the widest possible audiences and drive long-term growth. I'm pleased to be able to work with Pete, Daniel, Brandon, and the rest of the team to help reach that incredible potential."

**Brandon Snow** is coming over from the National Basketball Association, where as senior vice president of team marketing & business operations (TMBO) he was primarily focused on supporting all NBA, WNBA, and NBA G League teams across all aspects of their business operations, including ticket sales and service, sponsorship, marketing, digital, and data strategy. Prior to his role in TMBO, he was SVP, Global Marketing Partnerships at NBA China where he oversaw the partnership sales and activation business for the entity. "The Overwatch League has made great headway in attracting top-notch partners from the technology, automotive, communications, and food and beverage industries, and I'm excited to contribute to that ongoing effort and Blizzard's full stable of legendary esports titles as well as support similar opportunities for the Call of Duty World League," said Snow. "I was personally attracted to the strong sense of integrity and commitment to quality here—both of which are reflected in the production and operation of each of the leagues, and which make for a powerful and appealing brand experience for potential new partners."

**About Activision Blizzard**

Activision Blizzard, Inc., a member of the Fortune 500 and S&P 500, is the world's most successful standalone interactive entertainment company. We delight hundreds of millions of monthly active users around the world through franchises including Activision's Call of Duty®, Destiny, and Skylanders®; Blizzard Entertainment's World of Warcraft®, Overwatch®, Hearthstone®, Diablo®, StarCraft®, and Heroes of the Storm®; and King's Candy Crush™, Pet Rescue™, Bubble Witch™, and Farm Heroes™. The company is one of the Fortune "100 Best Companies to Work For" Headquartered in Santa Monica, California, Activision Blizzard has operations throughout the world, and its games are played in 196 countries. More information about Activision Blizzard and its products can be found on the company's website, www.activisionblizzard.com.

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