

## ADAM B. LEVENSON

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## EXPERIENCE

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**DSP Concepts**, Santa Clara, CA

**Head of Marketing**, 2021 – 2023

- Product marketing for global sales and business development teams
- Ideating, copywriting, designing, and directing content across presentations, web, social, PR, advertising
- Demand gen and lead gen program strategy and execution
- Directed market segment analysis serving as strategic guidance for engineering and sales
- Directed co-promotion and co-marketing projects with ecosystem partners

**WAVES AUDIO**, San Francisco, CA

**VP of Product Marketing**, 2021

- Product and feature messaging, description, contextualization, user stories, and presentation
- Co-promotion planning, content development, and public relations for customer product launches including Turtle Beach, HyperX, Dell, Motorola
- Content marketing planning and creation for website, social media, and conference channels

**Senior Director of Business Development & Marketing**, 2019 – 2021

- Business development in new markets including AR/VR, gaming, automotive
- Contract management including software licensing, strategic alliance, and partnership agreements

**GAUDIO LAB**, Berkeley, CA

**VP of Business Development**, 2017 - 2018

- Developed and implemented the 2018 business plan, go-to-market strategy, marketing and PR plan for SDK licensing and development services
- Directed website re-design and re-branding
- Negotiated licensing, development, and partnership deals including Honda Innovations, AT&T, NexStreaming, and Tiledmedia
- Contract management including co-marketing, master trial, and software license agreements

**LEVENSON CONSULTING**, San Francisco Bay Area

- **KROTOS, VP of Business Development**, 2017 (Contract)
  - Led re-branding effort including website, social media, video promotions
  - Developed partnerships with Avid, Audiokinetic, and Media Integration
  - Provided sales leadership resulting in significant revenue growth
  - Contract management including software license agreement, and subscription EULA
- **CRI MIDDLEWARE, GM, North America and Europe**, 2016 – 2017 (Contract)
  - Developed and launched 2-year business plan and go-to-market strategy for CRIWARE middleware
  - Licensing agreements with Dontnod Entertainment, Camouflaj, CI Games, Bandai Namco Entertainment
  - Secured partnerships with the Game Audio Network Guild and Formosa Interactive
  - Contract management including indicative term sheet, joint venture, software licensing, and NDAs

**SOMATONE INTERACTIVE**, Emeryville, CA

**COO**, 2014 – 2016

- Negotiated production deals with 2K, Carbine, DeNA, Electronic Arts, Insomniac Games, Oculus, Riot Games, SGN, Super Evil Megacorp, Tencent, WB Games
- Secured partnerships with Dolby and Immersion Corporation
- Operations including P&L management, cost accounting, board reports, HR policy, and legal affairs
- Designed and produced new website
- Contract management including work-for-hire framework and master services agreements, statements of work, professional services agreements, and NDAs

**LEVENSON ARTISTS AGENCY**, Santa Monica, CA

**Founder and Talent Agent**, 2011 – 2014

- Managed a boutique talent agency representing composers, musicians, and sound professionals
- Established partnership with William Morris Endeavor including celebrity clients such as Hans Zimmer
- Deal highlights include Somatone Interactive, Focal Press, Nasser Entertainment, Neowiz Games, and Liquid Cinema
- Collaborated with Valve Corporation to launch the CS:GO music marketplace including artists Feed Me, Sasha, and Noisia
- Led negotiations with the American Federation of Musicians to allow third-party signatories under the Video Game Agreement

**ACTIVISION BLIZZARD**, Santa Monica, CA

**Senior Director, Central Audio and Talent**, 2010 – 2011

**Director of Central Audio**, 2006 – 2010

- Managed company-wide creative talent searches and deal negotiation
- Managed audio outsourcing
- Provided direct supervision of audio post-production, sound design, and scoring for over 20 titles including major franchises such as Call of Duty, Skylanders, James Bond, Spider-Man, and Transformers
- Production representative for American Federation of Musicians and SAG/AFTRA talent union relations
- Led strategic partnerships with Dolby, Universal Music Group, and Soundminer
- Provided functional management of both Central Audio and Central Talent groups

**ATARI CORPORATION**, Newport Beach, CA

**Audio Director, Shiny Entertainment**, 2003 – 2006

- Notable projects — *Matrix: Path of Neo*

**ELECTRONIC ARTS**, Los Angeles, CA

**Audio Director**, 2003

- Notable projects — *Medal of Honor: Rising Sun*, *GoldenEye: Rogue Agent*

**IMMERSIVE SOUND, Inc.**, Rancho Santa Margarita, CA

**Founder and Audio Director**, 2002 – 2003

- Notable projects — *Lionheart* (Interplay), *Enter the Matrix* (Atari), *Everquest: Champions of Norrath* (Sony), *Champions: Return to Arms* (Sony)

**INTERPLAY ENTERTAINMENT**, Irvine, CA

**Audio Director**, 2002

**Sound and Music Supervisor**, 2000 – 2002

**Sound Designer**, 1998 – 2000

- Notable projects — *Baldur's Gate*, *Icewind Dale*, *Baldur's Gate II*, *Giants*, *Icewind Dale: Heart of Winter*, *Fallout Tactics*, *Baldur's Gate: Dark Alliance*, *Icewind Dale II*

**TRILOBYTE, Inc.**, Medford, OR

**Sound Designer, Composer**, 1996 – 1998

- Notable projects — *Tender Loving Care*, *The 7<sup>th</sup> Guest*

**MISTRAL SOUND**, Oakland, CA

**Founder and Sound Designer**, 1994 – 1996

- Audio production services for interactive media
- Clients included Mind Control, Sanctuary Woods, San Francisco Audio Network, Albathion Software, CADSPEC

**PERCUSSIONIST**

**Freelance**, 1986 – 1996

- Boston Civic Symphony, Alea III (Boston), Roto Explosion (New York), Monterey Symphony Orchestra, Berkeley Symphony Orchestra, Santa Cruz Symphony Orchestra, Davka (Berkeley), Liss Fain Dance Company (San Francisco), Project Bandaloop (Berkeley), Chaddick Dance Theater (San Francisco), California Shakespeare Festival, Interworld Music, California Institute of the Arts

## EDUCATION

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**LOYOLA LAW SCHOOL**, Los Angeles, CA

**Juris Doctor**, May 2016

Honors: Full Tuition Scholarship, Spring 2016

Activities: Legal Affairs Externship at Music Reports, Inc., Summer 2014

**CALIFORNIA INSTITUTE OF THE ARTS**, Valencia, CA

**Master of Fine Arts, Music**, May 1991

Honors: CalArts Scholarship, Jake Gimbel Scholarship for Graduate Studies in Music

**BOSTON UNIVERSITY**, Boston, MA

**Bachelor of Music, Performance**, May 1987

Honors: Dean's List, Boston University Performance Award, Golden Key National Honor Society

## CONTINUING EDUCATION

**UCLA Extension**, Westwood, CA

Studies in Music Law and Business, 1998 – 2011

**Learning Tree University**, Costa Mesa, CA

Certificate in C & C++ Programming, 2000 – 2004

**Prairie Sun School of Recording**, Sonoma, CA

Certificate in Audio Engineering, 1996

**Ali Akbar Khan College of Music**, San Rafael, CA

Studies in North Indian Music, 1989 - 1993