

Peter Blacklow

President, WorldWinner and Executive Vice President, GSN Digital at GSN

Waltham, MA, US

Don't roll the dice with your conference speakers! Cash in with this digital gaming industry expert and mentor to internet-enabled startups

Biography

Peter Blacklow is President, WorldWinner (a subsidiary of GSN) and Executive Vice President, GSN Digital. In this role, he oversees the online games businesses of WorldWinner.com as well as Teagames.com, a free, Flash-based casual games site. Peter led the consolidation of WorldWinner and SkillJam.com, the two leading skill games sites, to create the world's largest skill games network, with more than 30 million registered players. WorldWinner's online game competitions are featured on top online game sites like Pogo.com, AOL Games, MSN Games and GSN.com. Formerly, Peter served as chief marketing officer of WorldWinner. Prior to joining WorldWinner, Peter served as senior vice president of marketing at Monster, the largest global careers Web site, where he was responsible for managing a \$100+ million budget, including all advertising, promotions, public relations and business-to-business direct marketing. He negotiated and activated the company's U.S. Olympics sponsorship, oversaw five Super Bowl commercials, and helped Monster become a top 20 most visited web destination. Before his time at Monster, Peter spent five years at Converse, Inc., where he became the director of marketing for five performance business units, including its flagship basketball line, developing its worldwide business plans and overseeing the negotiations of NBA endorsements. Peter has also spent several years at advertising and promotional agencies working on various consumer products. Peter is also a Venture Partner for Boston Seed Capital, LLC. Peter brings new companies and ideas, in-depth and proven on-line marketing and growth expertise, and mentoring to Boston Seed companies. Peter is a graduate of Harvard University and has received numerous awards and distinctions, including being named one of the top "Marketers of the Year" by Promo magazine. In addition, Peter serves as a board member of eSkill.com and Concord Academy, and acts as an advisor to SimplyHired.com, 80108 Media, and iCache.com.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Investment Management, VC and Private Equity, Media - Online, Direct Marketing, Information Technology and Services, Public Relations and Communications, IT Services/Consulting, Advertising/Marketing, Computer Gaming, Management Consulting

Areas of Expertise

Online Gaming

Sample Talks

What's Next Now that Everyone's Involved?

Casual games are growing in popularity due in part to their availability on multiple platforms - mobile, Internet, handhelds, PCs and consoles - and new market entrants who are making a big push in the space. This workshop will address the opportunity in casual gaming with a focus on innovation, pricing and distribution models. What business models are working? What is the outlook for product placement, in-game advertising, and advergaming? What is the future for online casual games?

Game Monetization: Free, Pay-to-Play and Subscription Models for Games

Videogames account for the largest portion of paid online content. When it comes to mobile games and casual games, a model has emerged with a free version of the game and a paid version for those who are interested in upgrading. Is there enough money to go around for subscriptions? Is advertising a viable option? What hybrid models are emerging? This talk will give you a glimpse into the future of game monetization and provide many good ideas for what models will work for your products/services.

How to Navigate the World of Online Gaming

Are you confident you know the latest developments in online gaming? The online and social games industries are growing at an exponential rate. Mainstream advertisers across all categories are aggressively developing and refining a range of strategies and tactics to enable them to effectively capitalize upon online gaming's growth. In this session discover how to successfully compete in this latest consumer media revolution.

Event Appearances

What's Next Now that Everyone's Involved?

LA Games Conference

Game Monetization: Free, Pay-to-Play and Subscription Models for Games

NY Games Conference

How to Navigate the World of Online Gaming

Association of National Advertisers Gaming Conference

Education

Harvard University

Accomplishments

Co-Chair - Mass Technology Leadership Council, Digital Games Cluster

The Mass Technology Leadership Council is dedicated to fostering entrepreneurship and promoting the success of companies that develop and deploy technology across industry sectors. The mission of the Digital Games Cluster is to raise awareness of the region's Digital Games industry worldwide, engaging thought-leaders and resources, and to grow the game industry in Massachusetts by creating opportunities for new and existing companies.

Recipient - Top Marketers of the Year Award

In 2001, Peter was named one of the top "Marketers of the Year" by Promo magazine. The awards are in recognition of quality promotional and marketing campaigns that served both brands and consumers. The individuals chosen for this award are those most responsible for the success and effectiveness of a particular brand or campaign.

Executive Vice President - GSN Digital

GSN Digital is the work-hard, play-hard interactive division of GSN (Game Show Network). When we take a timeout from NERF fights and poring over fantasy football rosters, we proudly boast our Top 10 ranking as a game publisher on Facebook, a destination-site experience that helps generate over \$175 million in annual prizing, and some of the fastest growing mobile applications on the market.

President - WorldWinner

WorldWinner, a subsidiary of GSN, hosts online competitions that intensify casual games with the thrill of playing for cash and prizes. WorldWinner players can choose from more than 35 games across several genres, including Arcade, Card, Game Shows, Sports, Strategy and Word. With more than 30 million registered players globally, WorldWinner puts winning within reach for game enthusiasts of all skill levels who share a passion for competition and a penchant for fun.

Venture Partner - Boston Seed Capital

Boston Seed Capital provides early stage funding and support for internet-enabled businesses around the country. Our approach is to identify and help extraordinary talent to create great new companies. And, we want to contribute to the culture of invention, leadership and learning for which Boston and Massachusetts are known. We like to dig in and help out in anyway we can to support breakthrough vision and huge successes for exceptional companies.

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