

# **Simeon Pashley**

**CIO / CMO / CTO / Technical Director at  
Gamelinchpin.com**

Sheffield, , GB

**CTO / CIO / CMO / Technical Director at Approved Food**

---

## **Biography**

- Expert professional developer since 1986 - Worked for Sony and Electronic Arts (EA) In addition to a long career making games with roles including Studio Management, Production, Programming, Business Development and a myriad of other roles. ? Popular and highly respected Games industry Development Executive with 20 + Years experience ? Key Positions Held ? Executive Producer (SCEE), Studio Head, Development Director, Technical Director ? Multi-platform (PS3, X360, PSP, XLA, PSN, Playstation Move) internal and external production experience delivering and improving profitability of key franchises including most recently Heavy Rain and Buzz ? Fully rounded skillset covering Scrum & Agile Project Management, Budgeting, Programming, Sales, Marketing, Recruitment, Team Management and Strategic Planning ? As Studio Head simultaneously managed development of 3 different next-gen titles for PS3 and X360 Video Game Programming - C++, Objective-C - Direct Experience on iPhone, iPad, Android, Web, PlayStation3, Xbox 360, PlayStation Portable I'm located in South Yorkshire, UK, and am able to begin working on your job right away. Please feel free to call me on +44 (0) 114 360 3000 to discuss the project any time. I look forward to hearing from you.

---

## **Availability**

Moderator, Panelist, Corporate Training

---

## **Industry Expertise**

Computer Gaming

---

## **Areas of Expertise**

Web Development, Game Development, Game Production

---

## **Affiliations**

Certified Scrum Master

---

## **Event Appearances**

**Introduction the Game Production Lifecycle - Game Software Project Management**  
BSc (Honours) Games Software Development (Lecturer)

### **The Pre-Production Cycle - Game Software Project Management**

BSc (Honours) Games Software Development (Lecturer)

### **Staffing, Publishing and Financing - Game Software Project Management**

BSc (Honours) Games Software Development (Lecturer)

### **Game Design, Documentation and Prototyping - Game Software Project Management**

BSc (Honours) Games Software Development (Lecturer)

### **Round Up of Pre-Production - Game Software Project Management**

BSc (Honours) Games Software Development (Lecturer)

### **The Production Cycle and Process Modelling - Game Software Project Management**

BSc (Honours) Games Software Development (Lecturer)

### **Production Methods and Scrum - Game Software Project Management**

BSc (Honours) Games Software Development (Lecturer)

### **Version Control and Change Management - Game Software Project Management**

BSc (Honours) Games Software Development (Lecturer)

### **Video Game Marketing - Game Software Project Management**

BSc (Honours) Games Software Development (Lecturer)

### **The Post-Production Cycle - Game Software Project Management**

BSc (Honours) Games Software Development (Lecturer)

### **Pre-Release Preparation - Game Software Project Management**

BSc (Honours) Games Software Development (Lecturer)

### **Game Testing and Quality Assurance - Game Software Project Management**

BSc (Honours) Games Software Development (Lecturer)

---

## **Education**

### **Scrum Alliance**

Certified Scrum Master Certified Scrum Master

### **UK Government**

Investors In People

### **London Business School**

Building The Creative Business

**TACK Training**

Effective Performance Appraisals, Motivational Leadership, Managing Projects Successfully

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)