

LAWRENCE KUPERMAN

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BUSINESS DEVELOPMENT MANAGER

SALES MANAGER | MARKETING MANAGER | PRODUCT MARKETING MANAGER

Enterprising and client-focused sales leader with a proven record of success in revenue generation, business development, team management, marketing, and relationship building. Expertise in product marketing within the gaming industry. Extensive experience in global business development, account and relationship management, creating and implementing sales and marketing strategies, and training and developing sales and marketing teams. Highly accomplished in consultative and strategic selling techniques. Exceptional communication, interpersonal, and leadership skills.

AREAS OF EXPERTISE

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|-------------------------------|------------------------------------|----------------------------------|
| ▪ Business Development | ▪ Sales Management | ▪ Marketing Management |
| ▪ Sales, Marketing Strategies | ▪ Account, Relationship Management | ▪ Brand Building |
| ▪ Team Training, Development | ▪ Competitive Intelligence | ▪ Gaming Industry |
| ▪ Strategic Planning/Analysis | ▪ Contract Negotiations | ▪ Direct to Consumer Sales |
| ▪ Product Marketing | ▪ Fortune 100 Customer List | ▪ Enterprise Software Sales |
| ▪ Revenue Optimization | | ▪ Collateral Marketing Materials |

KEY ACHIEVEMENTS

- Extensive network of business contacts
- Built and maintains extensive key contacts relationships at every major game publisher
- Helped pioneer the Total Gaming Network, direct-to-consumer PC game downloads, in 2004, and signed the first third-party titles from external publishers
- Lead business development manager for Stardock's Impulse Platform
- Grew the digital games business significantly as Global Account Manager at Stardock
- Doubled revenues in the first year after step up as Business Development Manager at GameStop

PROFESSIONAL EXPERIENCE

NIGHT DIVE STUDIOS, Vancouver, WA 2014 - Present

Director of Business Development

- Develop overall growth strategy for this classic game re-publishing company
- Opened new sales channels (Gamers Gate, Greenman gaming, Humble Bundle)
- Negotiated with publishers to acquire new content
- Authored business forms, including contracts, and created marketing materials, PowerPoint and web site redesign

THE POWELL GROUP, Raleigh-Durham, NC 2013 – Present

Director of Business Development (Consultant)

- Develop successful company marketing strategies based on gaming industry expertise and extensive industry relationships
- Create marketing materials
- Determine clients and products to represent and to which retail and publishing services the products will be offered
- Provide complete product business management including broad range brand presentations, deal negotiations, product production management, and recommend, implement and manage product partnerships

GAMESTOP, Grapevine, TX 2011 – 2013

Business Development Manager for Digital Games

- Negotiated business contracts in collaboration with the corporate lawyers
- Established and maintained relationships with publishing partners; identified and signed up new independent publishers
- Managed relationships with major partners, including the largest game companies in the world
- Consulted and oversaw daily and weekly sales and special offers
- Proactively recruited independent game developers to list titles on the company's platform

Key Accomplishments:

- Fostered relationships with many of the largest PC companies in the world by developing initial contacts and following through with contract negotiations.
- Warranted successful content and product launches through extensive marketing efforts
- Expanded company and client revenues by creating and deploying creative, unique and extensive marketing initiatives

STARDOCK SYSTEMS, Plymouth, Michigan

2001 – 2011

Global Account Manager (2008 – 2011)

Accounts Managed ~ Electronic Arts (EA), Paradox Interactive, Activision, Atari, Bethesda, THQ and Ubisoft

- Managed relationships with some of the largest PC companies in the world by developing initial contacts and following through with contract negotiations.
- Ensured successful content and product launches through extensive marketing efforts.
- Expanded company and client revenues by creating and deploying creative, unique and extensive marketing initiatives.
- Developed and acquired Tier 1 gaming content providers as a part of launching the company's prestigious electronic PC software download platform, *Impulse*.

Key Accomplishments:

- Negotiated contracts with key publishers to use *Impulse* as a platform; first year's revenue exceeded \$1.9 million.
- Boosted revenues to \$7.5 million by adding new content and exclusive promotions

Sales Manager (2001—2008)

Accounts Managed: AMD, ATI Technologies, Autodesk, Bell South, General Electric, Intel, Kodak, Microsoft, Motorola, NVIDIA, Reuters, SONY and T-Mobile.

- Orchestrated and directed the launch of a highly productive software development tool, *DirectSkin*, which allowed software developers to create a more pleasing, custom graphical appearance for applications
- Ensured that PC games were sold at retail by establishing and maintaining vital relationships with chief game publishers such as *Atari, Take Two, Ubisoft* and many others

Key Accomplishments:

- Oversaw the negotiation of PC game distribution agreements, resulting in retail sales of games of \$25 million
- Cultivated relationships with key OEMs, including Dell, HP and Alienware, resulting in distribution agreements for over \$3 million in annual revenues

XFER INTERNATIONAL, Ann Arbor, MI

1998 – 2001

Sales Manager

- Architected and implemented a successful sales strategy during a time of transition when the company was redefining itself as a chief provider of computer-based communications solutions
- Led the company to become the major unified communications provider in the SE Michigan area

COMPETITIVE COMPUTER SYSTEMS, Ann Arbor, MI

1995 – 1998

Sales Manager, Custom Computer Building

Accounts Managed: Compaq, General Motors, Hewlett Packard and IBM

- Exceeded \$5 million in revenues within the first year of becoming a top-level Sales Manager
- Hired, trained, and supervised an exceptionally successful five-person sales department.
- Personally managed client accounts as a result of outstanding client business relationships, resulting in personal sales that exceeded \$1 million per year

EDUCATION

Master of Business Administration

1993

UNIVERSITY OF DETROIT MERCY COLLEGE, Detroit, MI

- MBA Scholar of the Year Award, first MBA graduate to earn GPA of 4.0.
- Elected to Beta Gamma Sigma, the prestigious National Business Honor Society

TECHNICAL PROFICIENCIES

Proficient in Microsoft Excel, Word, Outlook and PowerPoint

Extensive experience in evaluating PC and Android games

References available upon request