



**Peter Moore**  
**Corporate Vice President, Worldwide Marketing and Publishing**  
**Home and Entertainment Division**  
Microsoft Corp.

As corporate vice president of Worldwide Marketing and Publishing for the Home and Entertainment Division of Microsoft Corp., Peter Moore is responsible for worldwide marketing and content for Microsoft® Xbox 360™ system, the entertainment product of the decade. Moore's responsibilities include driving games development at Microsoft Game Studios, as well as cultivating relationships with third-party game publishers and developers around the world.

Moore is responsible for establishing industry-shaking alliances, including alliances with industry giant Square Enix and legendary developers Hironobu Sakaguchi (Mistwalker), Yoshiki Okamoto (Game Republic) and Tetsuya Mizuguchi (Q Entertainment), and bringing publishing powerhouse Electronic Arts Inc. onto the Xbox Live™ global video games online service.

Moore joined Microsoft in January 2003, bringing with him more than 20 years of experience and leadership in consumer businesses. Most recently, Moore was president and COO of SEGA of America, where he was responsible for overseeing SEGA's video game business in North America. Moore played a pivotal role in the company's decision to change its business strategy to become a platform-agnostic software publisher. At SEGA, Moore also served as senior vice president, a position in which he was responsible for all marketing initiatives, including the launch of SEGA Dreamcast. Before that, Moore was senior vice president of marketing at Reebok International Ltd., where he oversaw a staff of 450, in addition to the global budget. Earlier in his career, Moore was president of Patrick USA, the U.S. subsidiary of the popular French sportswear company, managing all the company's operations: marketing, sales, finance and distribution.

Moore holds a bachelor's degree from Keele University, United Kingdom, and a master's degree from California State University, Long Beach.

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