

**Ken Lobb**  
**Director of Content Planning, Xbox Platform**  
Microsoft Corporation

As Director of Content Planning, Ken Lobb is responsible for the overall quality of the Xbox games portfolio. He works with Xbox publishing partners to help them utilize the full power of the console in their games. He also helps educate partners on how to create game experiences that can take advantage of the Xbox Live service, which will enable broadband gaming.

Throughout the last 2+ decades, Lobb has remained a hardcore game player, and he brings this love of gaming to the job when he reviews and evaluates potential Xbox games. Always looking at the project through the eyes of a gamer, he helps publishers understand what it is that can make a title great, and how they can achieve better results by focusing their development efforts in a particular direction.

In 1993 Lobb joined Nintendo of America as the Development Manager of the newly formed Treehouse, a second-party development group inside of Nintendo. For nearly nine years, he worked closely with Rare on many games. This included design work on Killer Instinct and Goldeneye. Ken was also responsible for numerous additional 2<sup>nd</sup> party deals, and worked with Mr. Miyamoto for the worldwide release of Nintendo Co. Ltd. games.

Lobb moved into the console industry in 1988, starting at Taxan USA Inc. His background includes design, product management, developer management, executive producing, business development, product evaluation, and forecasting for video games companies. He worked at Taxan USA on NES games, including GI Joe, Low G Man, and Magician. He then moved on to Namco Hometek and was involved with Rolling Thunder 2, Splatterhouse 2/3 and Wings 2 among others.