

Pete Parsons
Director of Marketing, Microsoft Game Studios
Microsoft Corp.

As Director of Marketing for Microsoft Game Studios, Pete Parsons has what he calls, “one of the coolest jobs in the world!” He and his team help to define, develop and deliver great game brands for the Xbox video game system, including Halo, Project Gotham Racing and the NFL Fever franchise among others. Acting as the eyes and ears of the gamer for the Xbox product teams, Parsons and his team develop worldwide brand messaging and marketing executions for Xbox games.

A lifelong gamer, Parsons says it’s almost impossible to determine his all-time favorite video game. His current list of favorites includes “Halo,” “RalliSport Challenge,” “Dungeon Siege,” “Virtual Fighter 4” and “Grand Theft Auto 3.” Parsons frequently finds himself returning to classic games of old, including chess, paper games and board games.

From January to December 2000, Parsons was Group Product Manager of Core Games for Xbox and PC. Prior to that, he was Lead Product Manager of Core Games, where he led marketing efforts for best-selling games such as Midtown Madness, Age of Empires and Flight Simulator. Parsons joined Microsoft in March 1998 as Product Manager for Microsoft Games, where he was responsible for racing titles.

Before coming to Microsoft, Parsons was Product Manager for sports titles at Sierra Software, Dynamix. Parsons also held a number of roles as Vice President with the Weider Nutrition Group of Weider Health and Fitness. A new father, Parsons holds a bachelor’s degree of business administration and finance from Pacific Lutheran University.

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