Reginald Fils-Aime

**President and Chief Operating Officer
Nintendo of America Inc.
Redmond, Washington**

Reggie Fils-Aime (pronounced FEES-oe-MEY) joined Nintendo of America Inc. in December 2003 as executive vice president of sales & marketing. In May 2006, he was promoted to president and chief operating officer. Fils-Aime runs the day-to-day operations of Nintendo of America, and is responsible for all activities for Nintendo in the United States, Canada and Latin America.

Prior to joining Nintendo, Fils-Aime most recently was senior vice president of marketing at VH1, part of the MTV networks.

A graduate of Cornell University, Fils-Aime began his career at Procter & Gamble, and later became senior vice president for Panda Management Co., the world's leading Chinese food-service company. He also served as senior director for national marketing at Pizza Hut, where he launched the Bigfoot Pizza.

As U.S. marketing chief for Guinness Import Co., Fils-Aime oversaw all brands, including Guinness stout, Bass ale, Harp Lager and Pilsner Urquell, as well as managing brand relationships with third-party owners in the United Kingdom, Jamaica and the Czech Republic. As chief marketing officer for Derby Cycle Corp., he not only directed worldwide sales and marketing for eight separate brands, including Raleigh, Diamondback, and Univega, but also was acting managing director of the company's United Kingdom operations.

During his tenure at VH1, Fils-Aime engineered the channel's redirection to young viewers that resulted in an overall 30 percent rating growth, and he created and executed the marketing plans for *The Concert for New York City*, which raised more than $35 million for disaster relief in the wake of the Sept. 11, 2001, attacks.

Fils-Aime's professional awards prior to joining Nintendo include a Clio, two Gold EFFIEs, an AICP award for advertising excellence and a Silver Edison from the American Marketing Institute. He also was named to the "Marketing 100" by *Advertising Age* in 1998.