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UK citizen with resident alien status in USA

David Coombes

Objective

Lead in the evangelism of exciting new technology, closing the loop between the technology vendor and their customers.

Experience

2013-2017, NVIDIA, Santa Clara, CA

Developer Marketing/Program Manager

GameWorks is NVIDIA's initiative to make their game development technology and tools more accessible to developers. My role was to oversee the creation of a new developer program to support this. The program membership grew 100-fold in 4 years.

Redesign Developer Website:

- Clean information architecture for easy discoverability
- Reduce program sign up time to 2 minutes
- Search engine optimization
- Hire web development and social media team members
- Add responsive design for tablets and phones

Regular Outbound Communications:

- Regularly scheduled developer newsletter plus special bulletins as required
- Social Media (Twitter, Facebook, Youtube, Twitch)
- Represent at developer and community events

GDC, GTC, Siggraph:

Manage all game related presentations, contribute on booth design and overall strategy.

Content Curation:

Ensure that content on the developer website is aligned with strategy, timely and relevant.

VR Evangelism.

Represent NVIDIA at a wide range of VR related events, presenting and demoing VRWorks technology.

2004–2012 Sony Computer Entertainment, Developer Support, Foster City, CA

Platform Research Manager

- Regularly present to large audiences on high profile topics related to platform launches (GDC, 3D Entertainment Summit etc.)
- Instrumental in the creation of advisory panels to provide R&D and SDK teams with feedback and targets for process improvement, resulting in major changes in the way SCE interacts with its developer community
- Researched and created training materials on new technologies including 3D and Augmented Reality.
- Managed creation of PSP, PS3 and PS3 Vita Core regional training courses
- Managed smaller software projects including PSP GDC Demo, SIXAXIS GDC demo, E3 PS Vita Challenge
- Lead engineer for roll out of PS3 and PSP consoles
- Delivered PSGL sample code for PS3 SDK
- Set agenda for developer conferences for PS3, PS2 PSP and other platforms
- Delivered numerous presentations focused on performance and graphics

1999–2004, SCEA Developer Support, Foster City, CA

Senior Developer Support Engineer

- Lead engineer for roll out of PS2 console specializing in graphics and CPU performance
- Set agenda for developer conferences
- Designed and implemented various small projects including training software for PS2 graphics engineers and validation tools for internal QA groups
- Instigator of the VU programming competition

1998–1999 Sony Interactive Studios , Foster City, CA

Senior Software Engineer

- Effects and in game cinematic engine for unreleased PS1 Flight simulator title
- Promoted close collaboration between art and programming staff
- Promoted cross team collaboration

1997–1998 Sony Computer Entertainment, Developer Support, Foster City, CA

Senior Developer Support Engineer

Continued support of PS1 console specializing in graphics and CPU performance Set agenda for developer conferences.

1995–1997 SCEE Developer Support, London, UK

Developer Support Engineer

- Supported roll out of PS1 console
- Generalist support all areas of console
- Created and delivered numerous conference papers

1994-1995 The Exchange, Surrey, UK

Consultant

- Rolled out nationwide insurance trading platform
- Created automated test and installation software for platform
- Supported platform during launch period

Skills

Team and Project Management, Digital Marketing, Social Media, Game Development

Unity, Unreal Engine, Blender, Maya, C/C++, Shaders, Python, Collada, DirectX 11, OpenGL, PS1, PS2, PS3, PSP, JIRA, Marketo, Drupal

Presentation Skills including PowerPoint and Camtasia

Education

1994 Computer Studies University of Glamorgan, UK B.S.C. 2.1 with Honors Computer Studies with a focus on Computer Graphics and Geographical Information Systems.

Interests

Windsurfing, filmmaker, photographer, digital artist.

Currently taking time off to learn about 3d content creation for games and film.