



Neal Robison

Neal Robison brings over ten years of experience in software engineering and game developer expertise to ATI. As Global Director of ISV Relations, he oversees the technical, business and marketing relationships between ATI and software developers all over the world. Focused on game developers and publishers, Neal's team provides industry-standard technical support developers creating content on ATI hardware.

Previous to joining ATI, Neal served as Vice President of Technology and External Development for Vivendi Universal Game. He oversaw VUG's state-of-the-art technology group, as well as managed the company's external game development unit. Robison was responsible for the production of some of VUG's marquee franchises including Crash Bandicoot, The Hulk and Chronicles of Riddick.

Prior to joining Universal Interactive Robison served as the Vice President of Third Party Licensing at Sega of America where he managed business and marketing relationships with game developers creating content for Sega's hardware platforms. Previously, Neal also held the position of technical evangelist at Sega of America, where he worked on the design of the Sega Dreamcast from its inception, assisted developers with technical challenges in developing games and assisted them in creating solutions to take full advantage of the Sega Dreamcast hardware.

Before joining Sega of America, Robison worked at The 3DO Company as the Director of Technical Marketing Services. His responsibilities included the management of five departments, including global marketing, customer service, direct sales, the company's audio/video production lab, developer technical relations for the 3DO multiplayer system and developer support and licensing for M2.

Robison began his career in technology at Apple Computer, where he managed QuickTime development tools, and served the lead engineer for several development projects, including the video communication system for the U.S. State Department in Washington D.C., and the graphics display system for the Grateful Dead touring company.

Other items of note:

- Former board member of the Academy of Interactive Arts and Sciences, 1999-2001.
- Member of ESRB Ratings Advisory Panel, 2003
- Member, Experts Group for Java Gaming Specification, 2000-01