

MIT Enterprise Forum: The Big Game Theory – Gaming beyond Gamers

CAMBRIDGE, MA

Learn best practices from mobile game development that can be applied to products and services from all industries. This panel consists of three CEOs from top mobile gaming studios in the Boston area. They will share insight on crafting better user experiences, growing strong communities of fans, and using analytics to continually improve your business. Keynote presented by Christopher Weaver, Founder, Bethesda Softworks and Educator at MIT. Join the fireside chat with Ben Sawyer, Games For Health.

Other presenters include:

Paul Prescod, CTO, Ayogo

W. Eddie Martucci, PhD, Co-Founder & COO, Akili

Dave Bisceglia, Co-Founder & CEO, The Tap Lab

Seth Sivak, Co-Founder & CEO, Proletariat Inc.

Jon Radoff, CEO, Disruptor Beam

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