



**SEG3 LA, 9 - 10 December 2025**

*Sample Delegate List*

<b>Job Title</b>	<b>Organisation</b>
Advisor	<b>Acclaim</b>
Senior Director – Global Partnerships	<b>AEG Presents</b>
Head of Brand Innovation Lab – Entertainment, Media, & Telco	<b>Amazon</b>
VP - Gaming & Interactive Media	<b>APM Music</b>
Head of Publishing	<b>ArenaNet</b>
VP - Strategic Partnerships & Marketing	<b>Atlantic Records</b>
Business Development Manager - Consumer Enterprise	<b>Avalanche</b>
SVP - Business Innovation & Licensing	<b>Bandai Namco Entertainment</b>
Senior Director - Brand Development (PAC-MAN)	<b>Bandai Namco Entertainment</b>
Director - Brand Development (GUNDAM)	<b>Bandai Namco Entertainment</b>
Senior Motion Story Artist	<b>Blizzard Entertainment</b>
Culture & Entertainment Marketing	<b>Coca-Cola</b>
Director - Corporate Development	<b>Com2Us</b>
SVP - Head of Business & Legal Affairs	<b>Crunchyroll</b>
General Counsel	<b>Crunchyroll</b>
SVP - Business Transformation & Operations	<b>Crunchyroll</b>
Global Head of Gaming	<b>Dentsu</b>
Director of Strategic Operations	<b>Disney</b>
Creative Director	<b>Disney</b>
SVP – Post Production & Innovation	<b>Disney Branded Television</b>

Director - Digital Strategy	<b>Dude Perfect</b>
Director of Product Operations	<b>Electronic Arts (EA)</b>
VP - Interactive	<b>Fanatics</b>
Senior Manager - Business Development & Games	<b>FIFA</b>
Managing Director - North America	<b>Gameloft</b>
VP of Business Development & Licensing	<b>Hasbro</b>
VP – Marketing	<b>Interscope Records</b>
Manager – Client Solutions, Analytics	<b>IPG Mediabrands</b>
Chief Technology Officer	<b>LA Football Club (LAFC)</b>
Chief Marketing Officer	<b>LA Football Club (LAFC)</b>
VP – Digital Marketing & Media	<b>LALO Spirits</b>
Director of Media & Entertainment	<b>LA Rams</b>
Director - Partnership Management	<b>LA Rams</b>
VP – Fan Marketing & Insights	<b>LA Rams</b>
EVP - Marketing & Communications	<b>Ledger</b>
Director – Interactive Media & Experiences	<b>Legendary Entertainment</b>
Senior Director, Interactive Ventures & Games	<b>Lionsgate</b>
Co-Founder & Co-CEO	<b>Livewire</b>
SVP – Integrated Marketing & Loyalty Solutions	<b>LiveNation</b>
Director - Marketing & Publishing	<b>Lucasfilm</b>
CEO	<b>Mythical Games</b>
SVP & GM – Games & Digital Platforms	<b>NBCUniversal</b>
Producer	<b>Netflix</b>
Principal – Sports Marketing, Basketball	<b>Nike</b>
Chief Marketing Officer	<b>Overwolf</b>
Managing Director & Co-Founder	<b>Griffin Gaming Partners</b>
Director - Brand Marketing	<b>PepsiCo</b>
Creative & Publishing Direction	<b>Riot Games</b>
Head of Entertainment Partnerships	<b>Roblox</b>
Senior Director - Strategic Partnerships	<b>Roblox</b>
VP – Performance Marketing	<b>Scopely</b>
Director	<b>SEGA</b>
Chief Brand & Business Officer	<b>SEGA</b>
Senior Manager - Corporate Development	<b>Sony Interactive Entertainment / Playstation</b>
Senior Ad Solutions & GTM Manager	<b>Sony Interactive Entertainment</b>
VP – Head of Interactive & Strategic Partnerships	<b>Sony Music Entertainment</b>
Head of Strategic Partnerships	<b>Spin Master</b>

Director - Strategic Partnerships (Toca Boca)	<b>Spin Master</b>
AI Innovation Lab Lead	<b>Supercell</b>
Head of Marketing - Americas	<b>Supercell</b>
Head of Agency	<b>Team Liquid</b>
SVP – Global Digital Distribution & Product	<b>TelevisaUnivision</b>
Global Brand Partnerships Lead	<b>Ubisoft</b>
SVP - New Business	<b>Universal Music Group</b>
Senior Director - Gaming Innovation & Content Strategy	<b>Universal Music Group</b>
Partner & Chief Technology Officer	<b>United Talent Agency (UTA)</b>
VP – Entertainment & Culture Marketing	<b>United Talent Agency (UTA)</b>
Senior Director – IP Partnerships	<b>Universal Destinations &amp; Experiences</b>
VP - Head of Technology Innovation & Partnerships	<b>Universal Pictures</b>
Senior Director - Global Digital Marketing	<b>Universal Pictures</b>
Creative Sync Lead	<b>Warner Chappell Music</b>
Senior Director - Games	<b>Winners Alliance</b>