**Alan Hartman**, Studio Head

Forza Racing Franchise

Alan Hartman has been Studio Head of the Forza Racing Franchise since 2005 with the release of “Forza Motorsport” for the original Xbox. Today he oversees operations at both Turn 10 Studios and Playground Games.



Alan joined Microsoft in 1988 as a multimedia specialist in the company’s CD-ROM group before moving on to help form DreamWorks Interactive in 1995. At DreamWorks, he shipped his first game “The Neverhood,” a point-and-click adventure released in 1996. From 1997-2001, Alan worked as an executive producer with Microsoft Games on franchises such as “Age of Empires,” “Motocross Madness,” and the “Close Combat” series. In 2001, Alan served as studio head for Austin, Texas-based Digital Anvil, releasing the games “Brute Force” and “Freelancer.”

In 2005, Alan returned to Seattle to lead the fledgling racing studio that would become Turn 10 Studios. In 2010 he expanded the Forza franchise with the signing of Playground Games. The UK-based Playground Games has achieved incredible success with the “Forza Horizon” series and looks forward to the release of their next hit “Forza Horizon 4” in October of 2018. Alan’s proudest accomplishment has been creating studios where the world’s best and brightest game creators have been able to innovate and expand their skills in a fun and rewarding environment.

Alan has a Bachelor of Fine Arts in Visual Design. He currently drives a V10 Audi R8, unless he is behind the wheel of his ’59 MGA or has taken the 2017 Ford GT out of the Turn 10 lobby.