Bill Giese, Creative Director of Forza Motorsport
Turn 10 Studios

A 23-year video game industry veteran, Bill Giese is the Creative Director of Forza Motorsport at Turn 10 Studios, where he oversees the design of "Forza Motorsport 7." In his time at Microsoft, Giese has worked on numerous iconic games, including "Project Gotham Racing 2" and "Rallisport Challenge 2." He is most proud of being part of the original Turn 10 team that founded the Forza Motorsport franchise and developed all the Forza Motorsport titles.

Bill's introduction to the gaming industry started at Nintendo where he acted as a gameplay counselor, moving his way up from testing to eventually having a hand in game design. For eight years, he worked on popular titles like "Golden Eye," "Legend of Zelda: Ocarina of Time" and "Star Fox 64," testing game quality and design. Bill also worked directly with esteemed video game designer and producer Shigeru Miyamoto on titles like "Pokémon Puzzle League," "Bionic Commando: Elite Forces" and "Wave Race Blue Storm." His biggest accomplishment came as he helped launch the "Pokémon" franchise in the U.S. Having to establish unique names for hundreds of digital monsters was a definite highlight.

Bill loves making games, and is especially proud of the team at Turn 10. He is motivated by the team's passion and desire to make the best racing games in the world.

Bill lives in Snohomish with his wife and three boys.