



Dave McCarthy

HEAD OF XBOX OPERATIONS

Dave McCarthy, General Manager for Xbox Product Services, is Head of Xbox Operations. In this role, he sets the Xbox operating plan, oversees performance against that plan, and helps steer the overall Xbox product roadmap. He drives processes and systems across Xbox to ensure resources are focused on the right bets for the business and Xbox customers. Dave manages a combined team of key support services across Studios and Platform teams to improve the quality and competitiveness of our Xbox product offering.

In his previous role as General Manager of Kids and Lifestyle Entertainment, Dave expanded Xbox into new genres with several games and entertainment experiences such as Kinect Nat Geo TV, Kinect Sesame Street TV, Nike+ Kinect Training, Xbox Fitness, and Project Spark, to name a few.

Prior to coming to Xbox in August of 2009, Dave worked as VP of Production at EA SPORTS, where he oversaw the award winning NHL franchise and the launch of EA SPORTS Active, in addition to several other properties. Over his 12 year career at EA he worked on a range of multi-million unit sellers including FIFA Soccer, Need for Speed, The Sims, Medal of Honor, and many other well-known titles.

Dave also holds an MBA from the Richard Ivey School of Business at the University of Western Ontario.