



Serge Hascoët
Executive Director, Worldwide Content Strategy

Favorite line: "Why stop at a good game when it could be a great game?"

Serge is one of Ubisoft's pioneers. Armed with a degree in science, he joined the company in 1986 as a 22-year-old game designer, and thanks to his skills and true passion for video games, he quickly climbed the ladder. He acted as both lead game designer and studio manager for Europe and the Asia-Pacific region before being named executive director of worldwide content strategy in 2000.

As executive director of worldwide content strategy, Serge ensures that Ubisoft's games are of the highest quality, featuring unparalleled content and intense environments that totally immerse gamers. He says it boils down to making sure that Ubisoft's games are better than the competitors' while meeting the high expectations of today's players. Among his current ambitions, he seeks to strengthen Ubisoft's presence across a variety of market segments as the company moves toward becoming one of the industry's top five publishers worldwide. He says the ultimate motivation comes from knowing that as Ubisoft's teams learn, grow and successfully challenges themselves and the competition, they also continue to enjoy what they do.