

Laura Fryer
Director, Advanced Technology Group
Microsoft Corporation

As Director of the Xbox Advanced Technology Group (ATG), Laura Fryer is responsible for making Xbox the ultimate platform for game developers.

ATG provides services to the video games industry throughout the world. ATG's services include proactive support for programmers, content creators, and content services, helping game designers, producers, artists, musicians, and sound designers realize their creative visions.

Laura joined the Xbox team in May of 2000 and immediately became responsible for much of the day-to-day management of ATG. During the Xbox project, she cultivated worldwide Xbox Developer Support, created the Xbox Advisory Board, and ran Xbox game developer events (aka Xfests) around the globe.

In 1995, Fryer became one of the first members of Microsoft Games Studios (MGS). During her tenure, she was the leading producer in MGS shipping six games in five years. Her best-known titles are Crimson Skies, Fighter Ace, and Pinball Arcade.

As one of the founders of the MSN Gaming Zone, Laura is an expert on Internet and multiplayer gaming. Besides conceiving and producing the first Microsoft release of the Zone, she also produced Fighter Ace 1.0, Microsoft's first massively multiplayer game.

An avid gamer, Laura enjoys taking "video game vacations" to play video games in marathon all-day sessions. Her other hobbies include playing the guitar and violin, drawing, juggling, and reading.