

## ***BIOGRAPHICAL INFORMATION***

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### **Cammie Dunaway**

Executive Vice President, Sales & Marketing  
Nintendo of America Inc.  
Redwood City, Calif.

Cammie Dunaway joined Nintendo of America Inc. in November 2007 as executive vice president of Sales & Marketing. A seasoned executive with more than 25 years of marketing experience, Dunaway oversees all sales and marketing activities for Nintendo in the United States, Canada and Latin America.

Before joining Nintendo, Dunaway was chief marketing officer for Yahoo!, where she oversaw all of Yahoo!'s consumer, enterprise and partnership marketing initiatives, from brand and marketing communications to product planning and positioning to execution of customer acquisition and retention strategies. During her tenure she led Yahoo! to widespread industry recognition, including Clio Awards, Obie Awards, the Promo PRO Awards, the 2006 Gold Reggie Award from the Promotional Marketing Association and the DMA Marketer of the Year Award for 2006.

Prior to Yahoo! Dunaway spent 13 years at Frito-Lay, in various leadership roles in sales and marketing, including serving in roles as the company's Chief Customer Officer and as VP of Kids and Teens brands. While at Frito-Lay, she was named one of the 100 Top Marketers by *Advertising Age*.

Dunaway holds a Bachelor of Science degree in business administration from the University of Richmond and an M.B.A. from Harvard Business School. She serves on the board of directors of Brunswick, Inc. She was recently elected by her peers to the board of the American Marketing Association.

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