

PETER MOLYNEUX

Peter Molyneux is one of the best-known names in the international world of computer games. During his 15-year career, he has worked on numerous top selling computer games that have attracted immense critical acclaim and which cumulatively have sold in excess of 10 million copies. In the UK Peter is the acknowledged godfather of the game industry. He also has a huge profile in both the United States and Japan, something no other British games designer can boast. His career in game development began in 1987 with the formation of Bullfrog Productions. The company's future was assured with the release of Populous, a ground breaking game, which created a new genre of computer games, "the god game". Populous was a massive world wide hit and has since sold over 4 million copies placing it amongst the top ten most successful computer games of all time.

Peter and his team at Bullfrog developed a string of top selling games including Powermonger, Theme Park, Magic Carpet and Dungeon Keeper. The company quickly became recognized as the UK's most creative and successful development studio. It was also an extremely profitable and successful business and in 1994 Bullfrog won The Accountancy Age Small Business Financial Achievement Award. Cumulative sales of these games are now approaching the ten million mark worldwide. Bullfrog had prospered over the years and grown into much larger studio when in 1995 Peter took the decision to sell Bullfrog to Californian leisure giant Electronic Arts.

In 1997 Peter left Bullfrog Productions to form a new games development company "Lionhead Studios". Due in part to Peter's track record, Black & White attracted a huge amount of media attention throughout its development. It was voted Game of Show at E3 2000 which is the games industry's leading event, held in Los Angeles. Black & White was released to wide spread critical acclaim in April 2001 and sales currently top the two million mark. It has won numerous industry awards including two BAFTAs and three EMMA's.

Peter is recognised as one of the computer games industry's most articulate and eloquent speakers on the subject of the development of computer games. He has spoken at the American Museum of the Moving Image, the British Film Institute, ICA (London), the Tate Gallery and the Dortmund Museum of History and Culture. He is regarded as the games industry's major spokesperson and in this capacity has been featured in most national newspapers, including the Financial Times. Peter has been profiled on both BBC Business Breakfast and BBC 2 The Money Programme. Most recently he was interviewed by BBC 1's 6.0'clock News.