

TOM DUSENBERRY
PRESIDENT, HASBRO INTERACTIVE

Tom Dusenberry, 45, is a 25-year games industry veteran. In 1995, Mr. Dusenberry founded Hasbro Interactive, a subsidiary of Hasbro, Inc. Under Mr. Dusenberry's leadership, Hasbro Interactive pioneered a mass market for interactive entertainment and, as a result, has quickly emerged as a top-three publisher in the highly competitive entertainment software industry.

Mr. Dusenberry has driven the organization's organic growth, establishing Hasbro Interactive as the dominant family games publisher and a top-ranked children's entertainment publisher by taking many of Hasbro's toy and game brands to the interactive arena. He is the strategist behind a string of acquisitions and licensing agreements, chief among them the purchases of classic Atari game properties and PC game publisher Microprose, known for its critically acclaimed strategy and simulation titles.

In fewer than four years, Mr. Dusenberry has successfully transformed Hasbro Interactive from a single-category competitor to a dynamic global publisher of a full-range of gaming genres for multiple platforms. Today, Hasbro Interactive is comprised of four business units: Hasbro Interactive Children's Entertainment, Hasbro Interactive Family Games, Microprose and Atari. In 1999, Mr. Dusenberry will lead the company's expansion into sports, highlighted by a licensing agreement with NASCAR. Headquartered in Beverly, Massachusetts, the company has offices in Canada, the United Kingdom, Germany, France, Japan and Israel, and development studios in Alameda, California, and Hunt Valley, Maryland.

Before founding Hasbro Interactive, Mr. Dusenberry served in a variety of positions at Hasbro's Parker Brothers and Milton Bradley. He held positions in manufacturing, sales, marketing, R&D and new business development. Among his career highlights, Mr. Dusenberry oversaw the development and marketing of leading toy and game brands such as Monopoly, Nerf and Trivial Pursuit. As director of new business development at Parker Brothers, Mr. Dusenberry helped launch the company into the arcade game business in the early 1980s, with games such as Frogger for the Atari 2600 console. Nearly two decades later, at the helm of Hasbro Interactive, Mr. Dusenberry has reincarnated Frogger into the company's best-selling product.

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Mr. Dusenberry serves on the board of the Interactive Digital Software Association and is co-chair of the association's 1999 "Nite to Unite -- For Kids," an event benefiting the Child Welfare League of America. As part of his long-standing commitment to the advancement of children and children's issues, Mr. Dusenberry served as president of the Boys' & Girls' Club of Greater Salem, Massachusetts, from 1990-1994. Currently, he is a member of the board of directors of Salem Hospital.

Mr. Dusenberry is a frequent speaker at industry events and guest on CNN's "Digital Jam." Recently, he was honored with the Toy Industry Recognition of Key Individual award for his work with the inventors' community.

Mr. Dusenberry attended the University of Iowa. The father of two young boys, he resides with his wife and sons in Marblehead, Massachusetts, where he serves on the board of directors of the Goldthwait Reservation, an association that preserves and protects coastal land.

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Photos available on request