Biography
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Michael Ephraim,
Vice President Sony Computer Entertainment Europe (SCEE)
Managing Director Sony Computer Entertainment Australia / New Zealand

Michael Ephraim brings more than 15 years of interactive entertainment experience to Sony Computer Entertainment Australia.   Mr. Ephraim joined Sony in 1993 as General Manager of Sony Electronics Publishing Limited (SEPL) to establish the (PlayStation®) business in Australia.

With seven staff Mr. Ephraim rolled out the Australian launch of the 'original' PlayStation games console. The company has now sold over 4 million PlayStation branded game machines in Australia.

In April 1997 Sony Computer Entertainment Australia was incorporated and Mr. Ephraim was promoted to Managing Director Sony Computer Entertainment Australia. Mr. Ephraim has held a position on the Board Governors for the Sony Foundation since it was formed in 1999. The Sony Foundation Australia is a not-for-profit charitable organisation that cohesively integrates technology, film, interactive games and music initiatives to uniquely benefit the development of Australia's youth.

In October 2002 Mr. Ephraim was promoted to Vice President Sony Computer Entertainment Europe and took on the responsibility for New Zealand to become Managing Director of Sony Computer Entertainment Australia and New Zealand.

Mr. Ephraim is well respected throughout the games industry, particularly for his passion and leading stance on issues affecting the entire interactive entertainment market. In 1998, Mr. Ephraim was elected Chairman of the Interactive Division of the Australian Visual Software Distributors Association, (A.V.S.D.A.) and has been at the forefront of anti-piracy activities, the fight against parallel importation and the classification of new media. On July 1st 2002 Mr. Ephraim was elected President of the newly formed Interactive Entertainment Association of Australia (I.E.A.A.).

Prior to Sony Computer Entertainment, Mr. Ephraim worked for over 10 years in the Australian fashion and games industry. Mr. Ephraim was born in Singapore, grew up in the US and now permanently resides in Australia.