

Ed Fries
Vice President, Xbox Game Content
Microsoft Corporation

In 1985, Ed Fries joined Microsoft's Office group as an intern and was put in charge of upgrading the system used to create and display online tutorials. Seventeen years later, Fries oversees a team of more than 700 programmers, designers, artists and producers developing a broad range of Xbox titles for Microsoft Game Studios. Fries also has the broader role of developing overall content for Xbox and ensures that a wide variety of games (both first- and third-party) are available for gamers to enjoy on the video game system .

With Xbox, Fries brought his formula of investing "patient capital" to attract the industry's best developer partners to the console business. He provides them with the time and resources necessary to make intense, action-packed experiences for gamers. Under Fries' direction, Microsoft added the world-renowned Bungie Studios, developers of the phenomenal Xbox game "Halo," to its in-house development team.

Fries has also overseen the teams that created such highly anticipated Xbox titles such as "Oddworld: Munch's Oddysee," "Project Gotham Racing," "Amped: Freestyle Snowboarding," "NFL Fever 2002" and "Fuzion Frenzy," just to name a few.

Fries also directed the creation of Microsoft's in-house development teams overseas. Microsoft's Japanese design studio, with 100 employees, is developing unique Xbox games for the Japanese market. These include the phenomenal fighting game, Kakuto-Chojin and highly original action-strategy game, Nezmix.