



Tiffany Cho

**Manager, Public Relations
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In April 2007, Tiffany Cho joined Nintendo of America as manager of public relations. She has overseen key software launches including *Wii Sports Resort* and *Mario Kart Wii* from their creation through strategic execution. Most recently, Cho was involved in the launch of Nintendo 3DS and continues to drive ongoing public relations efforts.

After earning a speech communication degree from the University of Washington, Cho joined the PR team at Publicis Dialog where she specialized in the food nutrition industry.

Of the many Nintendo product launch events Tiffany has managed, one of her favorites was the launch of *America's Test Kitchen: Let's Get Cooking* where media enjoyed hands-on cooking using the software and Nintendo DSi XL.