



Amber McCollom

**Director, Entertainment and Trend Marketing
Nintendo of America Inc.
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As director of entertainment and trend marketing, Amber McCollom oversees entertainment marketing, trend marketing and social media initiatives, with a focus on cultivating and nurturing organic word-of-mouth conversations with online and offline influencers.

McCollom has a history of driving PR and marketing for numerous high-profile brands. Before joining Nintendo in 2003, McCollom worked in-house and on the agency side for a variety of consumer and technology companies in the Northwest. She now heads corporate affairs' initiatives stemming from Nintendo's New York City office.

McCollom graduated from the University of Washington, earning a Bachelor of Arts degree in communications. Her favorite Nintendo character is Yoshi.