



Reginald Fils-Aime

President and Chief Operating Officer
Nintendo of America Inc.
Redmond, Washington

Reggie Fils-Aime (pronounced FEES-oe-MEY) joined Nintendo of America Inc. in December 2003 as executive vice president of sales & marketing. In May 2006, he was promoted to president and chief operating officer. Fils-Aime runs the day-to-day operations of Nintendo of America, and is responsible for all activities for Nintendo in the United States, Canada and Latin America.

Prior to joining Nintendo, Fils-Aime was senior vice president of marketing at VH1, part of the MTV networks. He began his career at Procter & Gamble, and later became senior vice president for Panda Management Co., the world's leading Chinese food-service company. Fils-Aime also served as senior director for national marketing at Pizza Hut, where he launched the Bigfoot Pizza.

As U.S. marketing chief for Guinness Import Co., Fils-Aime oversaw all brands, including Guinness stout, Bass ale, Harp Lager and Pilsner Urquell, as well as managing brand relationships with third-party owners in the United Kingdom, Jamaica and the Czech Republic. As chief marketing officer for Derby Cycle Corp., he not only directed worldwide sales and marketing for eight separate brands, including Raleigh, Diamondback, and Univega, but also was acting managing director of the company's United Kingdom operations.

During his tenure at VH1, Fils-Aime engineered the channel's redirection to young viewers that resulted in an overall 30 percent rating growth, and he created and executed the marketing plans for *The Concert for New York City*, which raised more than \$35 million for disaster relief in the wake of the Sept. 11, 2001, attacks.

Fils-Aime earned a Bachelor of Science degree in applied economics at Cornell University. His favorite game is *The Legend of Zelda: A Link Between Worlds*.