



Cindy Gordon

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With more than 20 years of PR experience in consumer brands, Cynthia Gordon joined Nintendo of America in March 2011 as Vice President of Corporate Affairs. Gordon oversees all aspects of Corporate Affairs, including corporate communications, public relations, social media, entertainment and trend marketing, analyst relations and internal communications.

Prior to joining Nintendo, Gordon served as Vice President at 360 Public Relations in Boston, where she led social media and digital efforts for the firm's entertainment clients, including Warner Bros. Interactive and Disney. Gordon also led PR and New Media for Universal Parks and Resorts, where she had the good fortune of announcing world-renowned attractions such as The Simpsons Ride and The Wizarding World of Harry Potter. She also oversaw all external communications for the fan-favorite brands of Dunkin' Donuts, Baskin-Robbins and Togo's, and ran the Chrysler account for GolinHarris, where she oversaw launches for Dodge and Jeep products.

A graduate of Tulane University, Gordon earned Bachelor's degrees in political science and French literature. Her new favorite games are *Yoshi's Woolly World* and *Miitomo*.