



## Doug Bowser

Senior Vice President, Sales & Marketing  
Nintendo of America Inc.  
Redwood City, California

Doug Bowser first joined Nintendo of America in May 2015 as Vice President of Sales to oversee all sales-related functions including Retail Strategy, Retail Marketing, Sales, and In-Store Merchandising in the U.S. In August 2016, Bowser was promoted to Senior Vice President of Sales & Marketing, with oversight for sales, sales operations, consumer and digital marketing activities for Nintendo in the United States, Canada and Latin America.

Prior to joining Nintendo in 2015, Bowser spent eight years at Electronic Arts, beginning as VP of Retail Strategy and Marketing for EA's North American business. Most recently, he was Vice President of Global Business Planning, a role that made him responsible for EA's console, PC and mobile game long range forecasting. Prior to EA, he worked at Procter & Gamble for 23 years in various sales leadership roles in Asia, Latin America and the United States.

Bowser attended the University of Utah, where he earned a bachelor's degree in communications. It was in college where he developed his passion for video games, playing endless hours of Donkey Kong arcade. Bowser's favorite Nintendo character is of course, Bowser.