



Marc Franklin

Senior Director, Public Relations
Nintendo of America Inc.
Redwood City, California

Marc Franklin first joined Nintendo of America Inc. in 2007, and was named Senior Director of Public Relations in 2013. He directs the company's strategic public relations programs for both Nintendo hardware and software.

Prior to joining Nintendo, he was the Director of Public Relations for Konami Digital Entertainment, Inc., where he ran the PR department and developed short- and long-range communications strategies for the company. Franklin has also managed public relations at numerous other publishers, including Midway, Sega of America and Sony Computer Entertainment America.

In addition to the positions at those companies, Franklin also ran a successful PR consulting business, working with a variety of high-profile clients in the entertainment industry. Prior to the video game industry, he worked in PR at Wilson McHenry Company and Squaw Valley Ski Corporation.

Franklin earned a Bachelor of Arts degree in economics with an emphasis on business and a Bachelor of Arts in photography from the University of California, Santa Cruz. His current favorite video game is *The Legend of Zelda: Breath of the Wild*.