

## "Tales and Trends from The Frontline on The Nexus of Video Gaming and Social Media"

By: Doug Lombardi, Executive Communication Consultant, Professor and Retired Marketing VP, Valve Software

### ABSTRACT

Drawing on nearly 3 decades of tech industry experience, VP Doug Lombardi, will share his leadership experiences and learnings from his more than two decades serving as Valve's vice president of marketing; Whether you are writing a Powerpoint for a small audience, pitching a multimillion-dollar venture to investors, or presenting a new product to the media, nailing your messaging is a key to success. This session is designed to help professionals from all disciplines become more effective communicators and presenters. It will examine how communications have evolved from the print era to the television dominant days to today's online arena. The guest speaker, a 28-year technology industry veteran will share his experiences and learnings from his time as a journalist and his more than two decades at Valve Software.

### BIOGRAPHY

Doug Lombardi, is a 28-year tech industry expert with over two decades of leadership experience. After years in the music industry, Doug decided to get a real job, and got involved in the gaming industry. His career in gaming began as a journalist in 1994, freelancing for a variety of publications until he landed his first editor's position at CD-ROM Today. He also served as a launch editor at boot magazine (now known as Maximum PC) and CNET's Gamecenter (now known as Gamespot). In 1998, he transitioned to "the darkside" and took a marketing position at Sierra Online, managing publisher relations, marketing, and PR for Relic's Homeworld and Valve's Half-Life. In January 2000, he accepted a position at Valve, where he would serve as the company's Vice President of Marketing for 22 years. During his tenure at Valve, he helped manage third-party relations, marketing, and press activities for the studio's many award-winning titles and the industry leading Steam distribution platform. He has taught communications, project management, and business courses at Southern Methodist University and California State University San Marcos.



### EVENT DETAILS

**DATE:**  
Tuesday, April 12th, 2022

**TIME:**  
3:30 P.M - 4:30 P.M.

**ZOOM MEETING:**  
<https://stevens.zoom.us/j/93553798997>

**ATTENDANCE:**  
Faculty, Staff, and  
Students

**CONTACTS:**  
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