

Spring 2020

## **Activision: Bobby Kotick**

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### **Recommended Citation**

Kinnell, Ezra, "Activision: Bobby Kotick" (2020). *Media Company Leader Presentations*. 28.  
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# Robert “Bobby” Kotick: The Ultimate in Games as a Business

EZRA KINNELL

# Background

- Born in 1963 (57 Years Old)
- Grew up on Long Island
- Went to College for Art and Literature while developing and selling software for the Apple II computer.
- Steve Jobs convinced him to drop out and focus on the business.
- Steve Wynn, Las Vegas Hotel Billionaire, gave him his start, which lead to Kotick buying a 25% stake in Activision in 1990.
- Activision now known for game franchises like *Call of Duty* and *Guitar Hero*. Kotick currently serves as CEO of Activision-Blizzard.

# Challenges and Debt in Activision

- Kotick came into Activision when the company was in severe debt, and he had to make sacrifices to the company's profit to keep it afloat by wrangling deals with debt holders to convince them that they could still make a profit.
- Another challenge being that the Video Games market during that time was in a transition from personal computers to home consoles, and Kotick had to adapt to that new challenge.

# Leadership Style

- Profit Maximization
- Kotick thinks of video game franchises as needing to be “exploited,” to be able to make a new game each year for every platform and for them to sell.
- This line of thinking has led to controversy, but it is no lie that *Call of Duty* and *Guitar Hero* are examples of extreme financial success for the company.

# Final Thoughts

- While Bobby Kotick has a controversial way of running his business, it cannot be denied that he has brought Activision Blizzard much success, and the success shows not signs of slowing down. His profit maximization leadership style has led to much success for the company, and this will likely continue as long as he remains as CEO.