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Electronic Arts: Andrew Wilson

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“Calculated Risks”

CEO of Electronic Arts (EA), Andrew Wilson

Kyle Roberts
Andrew Wilson

- Attended Queensland University of Technology in Australia
  - Wilson eventually dropped out to pursue his interest in the growth of the internet in the late 1990s
- He branched into raising venture capital and conducting initial public offerings for dotcom start-ups, sometimes using the corporate shell of defunct mining companies via backdoor listings
- His first job was with Bank of America and 452 Capital
- Later went on to build websites for American Express, Coca Cola, and the Sydney Olympic Games
- Started his career at Electronic Arts in May of 2000.
- Worked his way up the ranks of the company, and become CEO in 2013
Milestones Achieved at Electronic Arts

- BAFTA winner for Games/Online Use, Fifa 10, 2010
- Is appointed CEO of EA, 2013
- #3 on Forbes’ list of “America’s Most Powerful CEO’s 40 and Under” (Behind Mark Zuckerberg and Yahoo! CEO Marissa Mayer), 2015
- Motley Fool’s “The best Tech CEOs of 2014”
During Wilson’s years at the company, he slowly rose up within the ranks.

The company decided to take a chance on Wilson to rebuild its struggling #1 product, FIFA.

After Wilson’s takeover, the game became the fastest selling sports video game of all time, selling around 3 million copies in its first week in 2011.
Management Philosophies
Wilson has been described as a risk-taker, and after becoming CEO in 2013, he talked about his vision for the company.

Before Wilson, EA was known for their bug-ridden releases, which caused a huge decrease in production and success for the company.

He compared the urge to play games with deeply rooted human emotions, such as the self-improvement that comes from completing challenges. This allows gamers to explore the curiosity that motivates their creativity.
Wilson introduced a “player-first” culture during his first year as CEO. This meant that Wilson wanted to push back release dates for popular games within the community.

This allowed EA to deliver a polished finish to the games instead of rushing things out in time for the holiday season.

Digital game purchases have been on the rise recently, and was responsible for a little under 50% of the company’s revenue in 2014.
Business Model

Electronic Arts generates its sales from video games and micro-transactions. Micro-transactions are purchasable items or content such as DLC or cosmetic items.

The driving factor that pushes gamers to purchase a product is price, gameplay, storyline, and graphics. Electronic Arts has specifically made it a goal to include these in most video games they create, including the introduction of a story mode in its soccer video game, FIFA, in recent years.

EA makes a large percentage of its revenue from products and services.