

Spring 2020

Electronic Arts: Andrew Wilson

Kyle Roberts

Bowling Green State University

Follow this and additional works at: <https://scholarworks.bgsu.edu/mclp>

How does access to this work benefit you? Let us know!

Recommended Citation

Roberts, Kyle, "Electronic Arts: Andrew Wilson" (2020). *Media Company Leader Presentations*. 34.
<https://scholarworks.bgsu.edu/mclp/34>

This Book is brought to you for free and open access by the Media and Communication at ScholarWorks@BGSU. It has been accepted for inclusion in Media Company Leader Presentations by an authorized administrator of ScholarWorks@BGSU.

“Calculated Risks”

CEO of Electronic Arts (EA), Andrew Wilson

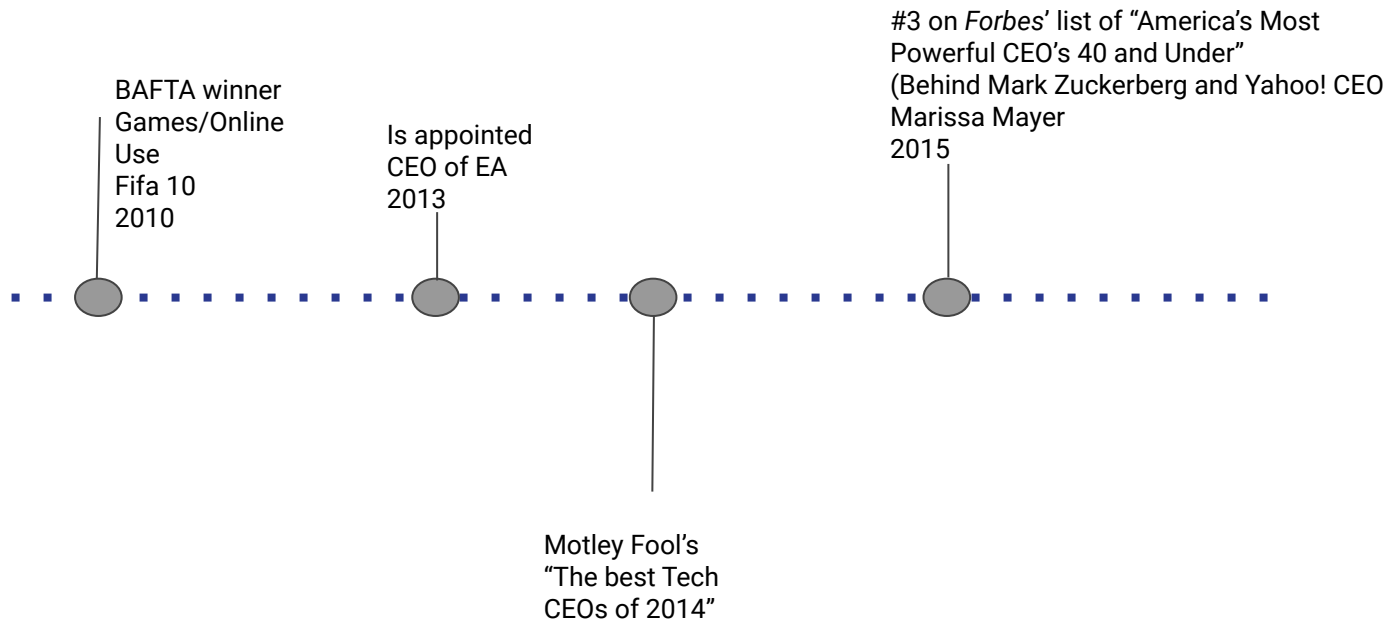
Kyle Roberts

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




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.