



Aaron Younger

Director, Regional Online
Marketing

Aaron Younger is the director of Regional Online Marketing for Electronic Arts (EA) in Asia. He is charged with the responsibility of driving both packaged goods and online product marketing activities as well as spearheading the development of strategic brand partnerships and the growth for EA's expansive portfolio of games across key markets in Asia Pacific.

Prior to EA, Aaron served as the Regional Product Manager for Microsoft's electronic entertainment division. He was instrumental in the implementation of the simultaneous launch of the Xbox 360 gaming platform Pan-Asia in 2006.

With over 12 years experience in the interactive gaming industry, Aaron has garnered a track record of creating and delivering first class product marketing initiatives.

Aaron has also served in marketing roles with Interplay Productions, GT Interactive & Sega.