

CRAIG ANDREW MORRISON

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- Education**
- CORNELL UNIVERSITY, Johnson Graduate School of Management** **Ithaca, NY**
Master of Business Administration, May 2010, GMAT 780, GPA 4.20
Roy H. Park Leadership Fellow: *Merit-based, full-tuition scholarship and leadership program*
Investment Banking Immersion
Teaching Assistant: Accounting Core Course (Fall 2009)
Old Ezra Finance Club: *Co-President Elect*, BR Ventures, Admissions Ambassador
Citi Integrative Case Competition: *1st Place*
- UNIVERSITY OF COLORADO, BOULDER** **Boulder, CO**
Bachelor of Science in Computer Science, May 2002
Vice President, Phi Kappa Psi Fraternity
National Merit Scholar, Dean's List
- Experience**
- 2004-2008 **SONY COMPUTER ENTERTAINMENT OF AMERICA** **San Diego, CA**
SCEA distributes the PlayStation product line to the North American market
Lead User Interface Programmer
- User Interface Section Lead for NBA 2008 and 2009 on the PlayStation 3 (PS3); youngest section lead in department
 - Managed and mentored four direct reports, oversaw three additional technical consultants, and involved in group's strategic and resource planning
 - Led team executing our localization initiative: translated product for the European market to expand sales by an estimated 30%
 - Led cross-functional team to develop and execute a plan to strategically differentiate our product from that of our competition
 - Analyzed, designed, and executed changes to our technology systems and workflows to increase team's productivity over 50%
- Programmer**
- Developed NBA 2005, 2006, and 2007 for the PlayStation Portable (PSP); earned rapid promotion and expansion of responsibility due to exceptional performance
 - Innovated novel game feature, Conquest Mode, utilizing game design theory and custom Artificial Intelligence algorithms; this feature received critical acclaim
 - Restructured artwork production process, resulting in time savings of 150+ hours per year
- 2003-2004 **SMS CORPORATION** **Orange, CA**
Software Developer
- Handled internal client relationships while on project considered for discontinuation, playing a part in the project's survival and the group's continued independence
 - Developed and maintained escrow order processing application for Fortune 500 company
- 2002-2003 **WEIFIELD GROUP CONSULTING** **Denver, CO**
Technology Consultant
- Built data-processing scripts, data-mining tools, and interactive website solutions
 - Worked with external clients to determine project specifications, execution plan, and pricing
- Personal**
- Built statistical football simulator with mathematician to pitch to NCAA coaching staff
 - Regular guest speaker with American Leadership Academy, presenting to audience of 100+
 - Personal interests: white-water rafting, sailing, video games, trail running, dining