



Rich Taylor
Senior Vice President of Communications & Industry Affairs



Rich Taylor serves as Senior Vice President of Communications & Industry Affairs for the Entertainment Software Association (ESA), the trade association that represents U.S. computer and video game publishers.

Taylor, who joined ESA in 2007, represents the association through its social media channels, at industry events, including the Electronic Entertainment Expo (E3) – the world's premier trade show for computer, video and mobile games and related products – and plays an integral role in representing the industry at political events and meetings on Capitol Hill and throughout the nation's capital. Taylor also plays a central role in several ESA initiatives that demonstrate entertainment software's positive influence on areas of daily life, including ESA's partnership with the Hispanic Heritage Foundation to offer the ESA LOFT Video Game Innovation Fellowship. In 2012, under his leadership, ESA received the PRSA National Capitol Chapter Thoth Award for Issues Management in recognition of ESA's public relations work around the U.S. Supreme Court case *Brown v. EMA/ESA*, and the Court's landmark ruling in the video game industry's favor.

Additionally, Taylor oversees the ESA Foundation, the philanthropic arm that represents the video and computer game industry's commitment to supporting programs and opportunities that create positive social impact. Under Taylor's leadership, the foundation has awarded more than 230 scholarships – valued at nearly \$700,000 – to women and minority students studying video game-related degrees and provided more than 100 grants to nonprofit and educational organizations that utilize video game technology to create opportunities for America's youth.

Prior to joining the ESA, Mr. Taylor was Senior Vice President of External Affairs & Education for the Motion Picture Association of America (MPAA), the global voice and advocate of the American motion picture, home video and television industries. In his 12 plus years with MPAA, Mr. Taylor was the overall head of that organization's communications department under former MPAA President Jack Valenti. In that capacity, he was responsible for overseeing all aspects of the Motion Picture Association of America's press and communication efforts, while serving as the primary spokesman and a senior strategist for the American motion picture industry.

Following the retirement of Valenti, MPAA President and CEO Dan Glickman tapped Mr. Taylor to create and oversee a new department/initiative on behalf of the film industry's trade association. The External Affairs & Education division, established under Mr. Taylor's direction, is responsible for forging partnerships and strategic alliances on behalf of the organization as well as increasing the MPAA's outreach to students, teachers and administrators at schools serving all ages. Mr. Taylor departed MPAA in 2007 to launch AmeriCulture, a unique communications consortium, minority-owned and operated, specializing in multicultural communications, outreach and positioning.

Previous to joining MPAA, Mr. Taylor was a Senior Associate with Ogilvy Public Relations Worldwide in Washington, D.C. In that position, he spearheaded a number of national campaigns on behalf of agency clients. Mr. Taylor has also served as Legislative Assistant to Congressman Jim Chapman (D-TX).