



Michael (Mike) D. Gallagher
President and CEO



Michael (Mike) D. Gallagher is president and CEO of the Entertainment Software Association (ESA), the trade association representing U.S. computer and video game publishers.

Mr. Gallagher joined ESA in 2007. Under his leadership, the association is transforming the perception of video games by demonstrating the influence of entertainment software on areas of daily life such as education, health, and the workplace. In particular, ESA has heightened awareness and appreciation of the value of video games as next-generation teaching tools, and their increasing impact on classroom learning. Mr. Gallagher's accomplishments include ESA's co-founding of the Games, Learning and Assessment Lab (GlassLab) – a ground-breaking collaboration among ESA, Institute of Play, Electronic Arts, Educational Testing Service, Pearson's Center for Digital Data, Analytics & Adaptive Learning as well as The Bill and Melinda Gates Foundation and The John D. and Catherine T. MacArthur Foundation – to research and develop digital game-based learning and assessment tools. In addition, he spearheaded ESA's involvement in the Active Play Presidential Active Lifestyle Award (PALA+) Challenge, a joint effort with the President's Council on Fitness, Sports & Nutrition that leverages active video games to encourage physical activity and good nutrition among America's youth.

Mr. Gallagher also manages ESA's outreach to federal and state government officials, helping to foster a vibrant operating environment for the video game industry and serving as the industry's voice on issues including intellectual property, content protection, and e-commerce. Additionally, he leads ESA's collaboration with the Congressional Caucus for Competitiveness in Entertainment Technology (E-TECH Caucus), which educates federal policymakers about the economic, educational, and social benefits of interactive entertainment technology.

In 2011, Mr. Gallagher spearheaded the video game industry's defense of its First Amendment rights in the Supreme Court case *Brown v. EMA/ESA*. The ruling struck down a 2005 California law that would have regulated the sale and rental of computer and video games based on their content, and affirmed that games are expressive works entitled to the same constitutional protections as other forms of art and entertainment.

Since joining ESA, Mr. Gallagher has continued to enhance the Electronic Entertainment Expo (E3), the premier global trade show for the computer and video games industry. Mr. Gallagher revitalized E3,

greatly expanding the size of the show; reopening it to all video game industry professionals, investor analysts, journalists, and retailers; and adding new features such as an Online and Mobile Game Pavilion. E3 2013 drew more than 48,000 attendees from 102 countries.

Mr. Gallagher frequently appears as the public face of the industry and regularly serves as an expert resource for major media outlets, including CNN, Associated Press, *The New York Times*, *The Washington Post*, *The Wall Street Journal*, C-SPAN's "The Communicators," NBC News, and CBS News. He has spoken at numerous events and forums such as the Aspen Ideas Festival, the Washington Ideas Forum, The Media Institute's Communications Forum, and Games for Change.

Under Mr. Gallagher's leadership, ESA has won numerous awards for their communications efforts. In 2013, ESA received Bulldog Reporter's Gold Award for Best Use of Digital/Social in an Arts/Culture/Entertainment Campaign for the association's digital and social media outreach around E3 2013 and the next generation console reveals. In 2012, ESA received the Public Relations Society of America - National Capital Chapter's Thoth Award for Issues Management in recognition of ESA's public relations work around *Brown v. EMA/ESA*.

Mr. Gallagher has also been instrumental in the growth of the Entertainment Software Association Foundation (ESAF), the video game industry's philanthropic arm. Since its inception, ESAF has raised more than \$12 million to provide scholarships to women and minority students pursuing game-related degrees, and award grants to educators and nonprofit organizations that leverage entertainment software to create positive social impact in our communities. ESAF also partners with Children's Miracle Network Hospitals (CMN Hospitals) to host Extra Life, a 24-hour video game marathon that raises funds for medical equipment, treatment, and research at CMN Hospitals. In 2013, Extra Life raised a record \$4.1 million – more than its total fundraising for the previous five years.

Previously, Mr. Gallagher was the U.S. Department of Commerce's Assistant Secretary for Communications & Information, serving as chief telecommunications and Internet policy advisor. During his tenure at the Department of Commerce, he led successful efforts to pave the way for spectrum-based technologies and services, and developed and successfully advocated the U.S. government's policies on international Internet governance. Mr. Gallagher also served as Communications Practice chair at leading international law firm Perkins Coie, during which time he co-authored, "21st Century Communications Systems for First Responders: The Right Call," which offered spectrum policy recommendations and championed the private sector's role in enhancing our nation's public safety communications infrastructure.

Several organizations recognized Mr. Gallagher's leadership in telecommunications and technology issues. He received the Telecommunications Industry Association's "Spirit of Innovation" award in 2005 and the Wireless Communications Association's "Leadership in Government" award in 2006. He was also recognized by former Secretary of Commerce Carlos Gutierrez in 2006 for his distinguished leadership in government service.

Mr. Gallagher holds degrees in Economics and Political Science from the University of California, Berkeley and a Juris Doctor from the University of California, Los Angeles. He serves on the Advisory Board for the Guildhall at Southern Methodist University and Spectrum Bridge, Inc. Mr. Gallagher also serves on the Boards of Directors for the Academy of Interactive Arts & Sciences and the Publishing Advisory Board of Sesame Street.