

Updated 2022 BIO

from an email Joshua Taub sent ML on 6/21/2022

Joshua Taub is not only a Pepperdine University alum but also the Chief Operating Officer at Activision Publishing, one of the world's top video game and entertainment companies. His work spans over two decades, where he's held several leadership positions in the videogame and consumer products industries, lending his expertise, mentorship, and strategic management of several global brands and commercial initiatives for Fortune 500 companies. Currently, he oversees an extensive roster of epic blockbuster games -- Tony Hawk, Spyro, Crash Bandicoot, and Call of Duty.

Taub's previous achievements include doubling Activision's business, being the General Manager of the \$3.5 billion, award-winning Skylanders franchise, and working for Mattel, Inc., where he served as Vice President of Sales. At Mattel, he oversaw \$300 million in sales for the toy manufacturer's second-largest customer for numerous top brands, including Barbie, Fisher-Price, Hot Wheels, Matchbox, and American Girl. He also held leadership positions at Vivendi Universal Games and The E. & J. Gallo Winery. Taub holds an MBA from Pepperdine University.