John Coyne

Vice President, Consumer Marketing

Activision Publishing, Inc.

John Coyne, VP Consumer Marketing Activision, has worked in the Toy / Entertainment industry for over 15 years, launching and managing leading brands for girls, boys and pre-school properties in both international and domestic markets.

Mr. Coyne worked for Mattel, first in the UK and then in the USA, for 11 years cumulatively, during which time he worked on numerous brands, including Scrabble, Fisher Price, Hot Wheels, Matchbox, Pixar Cars and Barbie. In 2006, he left Mattel and with a small team opened the US office of Spin Master. Over the next three years this venture proved to be quite the success, with the launch of Bakugan and the re-launch of Tech Deck, along with numerous other introductions in the boys, girls and pre-school categories. In 2009, Mr. Coyne joined Activision as VP of Marketing, working on titles such as Call of Duty, BLUR and Tony Hawk, and in October 2011 launched Skylanders, the genre-busting video game and toy initiative. Skylanders is proving to be a huge success in the marketplace, demonstrating how the virtual and physical can come together to make a compelling, entertaining and successful franchise.