**Joshua Taub**

**Sr. Vice President, Product Management, Skylanders**

**Activision Publishing, Inc.**

Joshua Taub, Sr. Vice President of Product Management at Activision Publishing, Inc. has worked in the Toy/Video Game industry for more than 12 years, spearheading brand and retail initiatives across multiple properties in both international and domestic territories.

Taub worked for Mattel, Inc. in El Segundo, where he acted as Vice President of Sales, Toys-R-Us. At Mattel he oversaw $300 million in sales for the toy manufacturer’s second largest customer for numerous brands, including Barbie, Fisher-Price, Hot Wheels, Matchbox, American Girl as well as licensed items including *Sesame Street*, *Barney,* and others in the licensed action figure market.

Previously, Taub served as a Trade Marketing Manager and later as Sr. Director, Retail Sales-Trade Marketing & Consumer Promotions at Vivendi Universal Games, Inc. in Los Angeles. From 2003-2004, Taub oversaw retail sales for various game properties including *The Simpsons: Hit & Run*, *The Hulk*, *Warcraft*, and *Crash Bandicoot*. Through his expertise in the entertainment consumer space, Tuab was able to secure Vivendi Universal’s market share across leading industry retailers including Wal-mart, Best Buy, Target and GameStop.

Taub joined Activision Publishing in 2006 as Head of Global Supply Chain and quickly demonstrated strengths in multiple divisions, including Strategy and Supply Chain Management to Sales Operations and Product Management, working on massively successful franchises including *Guitar Hero* and *Call of Duty*. In 2011 he helped facilitate the launch of Skylanders, the video game and toy initiative that has shattered industry sales records in the franchise’s short 18 month lifespan.

Taub holds an MBA from Pepperdine University in Malibu, CA.