



Eric Diepeveen

Product Manager for digital applications

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About

Entrepreneur and Product Manager who believes that user centric design is the way to win the hearts of the customer. As founder and CEO of Stolen Couch Games he created games that adapted to the changing needs of the player base, by developing a dynamic monetization model to increase long tail. Secured vc investments to grow his company. At Talespin, he heads the games and interactive media division, guiding the team towards F2P success using the world biggest IP. As an active member of the development community he organizes events and connects developers with each other. His background in games allows him to shape product that guide users towards specific goals.

Profiles

Linkedin

linkedin.com/in/ericdiepeveen

Resume

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Work

Steam Data Suite 2019 - Ongoing

Interim Chief Operating Officer

Increase revenue and improve user acquisition with the world's best analytics & attribution platform for Steam.

Talespin 2017 — 2019

Senior Vice President of Product Management 2019 — 2019

As SVP of Product Management, I'm responsible for direction and success of our enterprise product. These exist of VR and AR software for insurance and other clients. Working with many internal and external stakeholders I steer the development efforts towards adding value for Talespin and our clients.

Head of Talespin Studios 2018 — 2019

As Head of Talespin Studios, I lead operations, production and business development for Talespin's entertainment products. Under my leadership, Talespin Studios delivers games and immersive content that allow people to experience their favorite IP in new ways. I converted leads into sales to generate significant revenue for the company.

Product Manager / Senior Product Owner 2017 — 2018

Working as the Product Manager of the company to transition the team towards a customer driven product strategy. As the Senior Product Owner I'm responsible for owning the roadmap of multiple projects.

Highlights

- Launched multiple products used by millions of users.
- Worked as a bridge between many disciplines in the company.
- Help introduce KPI driven processes to improve company output.

Stolen Couch Games 2010 — Ongoing
Founder, CEO, Product Manager

Game Development studio focusing on Games as a Service. Released titles such as Castaway Paradise and Castaway Home Designer. Responsible for all the designs of each product. Special attention for analytics driven KPI development.

Highlights

- Personally secured over €500.000 in VC investments
- Released 6 multi platform games with millions of downloads
- Created Games as a Service framework to reduce costs, increase LTV

Ronimo Games 2017

Consultant Product Manager

Helped Ronimo Games on improving the KPIs of their free to play game Awesomenauts. Helped with the implementation of analytics that will shape future design decisions. Prioritized upcoming features and made adjustments to them in order to improve KPIs. Special attention was given to the on boarding process.

Green Light Bundle 2012 — 2015

Founder

Founded this company which sells bundled software for a pay what you want price. Promoting games to increase revenue for developers. Acquired the distribution rights to dozens of games.

Vanguard Entertainment Group 2010

QA

Worked as a QA specialist on a console game published by EA and developed by Vanguard Games. Learned how to do proper quality assurance and communicate problems with a team of 30+.

Ronimo Games 2009

Game Design Intern

Assisted the design of the early stages of development of a desktop/console game called Awesomenauts. Created levels and did balancing of the game.

Volunteer

Filmtheater 't Hoogt 2018 — Ongoing

Member of the Supervisory Board

I was asked to join the Supervisory Board to promote new technologies like AR and VR within the culture of the company.

Dutch Games Industry Slack 2015 — Ongoing

Founder

[Join Today](#)

Founder of the community for game developers to exchange knowledge. Over 500 active members and growing.

Games as a Service / Free to Play meetups 2015 — Ongoing

Organiser

Developers come together to listen to lectures and share all revealing information about the performance of their products.

Education

Utrecht School of the Arts 2007 — 2011

Awards

Webby Award nomination

2019

Shepard Fairey AR - Damaged
Art & Experimental

Skills

Product Management

- Problem Solver
- Agile / Scrum
- User centric design

Management

- Team Leader
- Entrepreneur
- Business development

Traits

- Candid
- Transparant
- Team player

Misc

- Gaming
- Making coffee
- Networking

Languages

English
Fluent

Dutch
Native

German
Basic

Interests

Applied Technology

- VR/AR/MR
- Data Driven Design
- Blockchain

Other

- Gaming
- Cocktails
- Minimalism

References

I had the pleasure of working with Eric and his team on the concepting, design and launch of an app for one of our premiere properties at Nickelodeon. Eric's account management skills and thought leadership are stellar - he always provides honest and strategic assessments when changes in scope or other challenges were encountered. The app is by far one of the slickest and high quality we have delivered to date and that is due to Eric and his team's talent, standard for excellence and amazing attitude. I would love to work with Eric again and highly recommend him if you are looking for high quality work product and seamless day-to-day account management.

— **Nicole Rivera Lebedowicz, Vice President, Global Franchise Planning at Nickelodeon**

Eric is an excellent leader and an awesome colleague. Never afraid to voice his opinion, at all levels, but a good listener as well. His hands-on approach and influence on culture make his team deliver the best of their abilities. He is always there to coach if needed, and brings out the best of individuals. Eric is intelligent, a hard worker and up to date about the industry he is working in. He works structured and organized and never misses a deadline.

— **Astrid Verheij, People and Operations Manager, Talespin**

Eric has a clear image of what he wants to accomplish with his work. Strong minded, but never afraid to change plans if needed. He has an ability to quickly figure out complex things and thus a very good problem solver.

— Selma Oors, Stolen Couch Games

When I worked with Eric, he astonished me with his leadership skills, evergrowing knowledge, and tireless attitude. His emphasis on 'teamwork' is inspiring. I was able to deliver our projects successfully, thanks to his vision and hands-on approach. He took many initiatives on creating a healthy, well-organized, and transparent work environment for everyone, which I applaud. His sharp analytical mind compliments his sense of business and marketing, and he will make the tough calls if needed. Above all, he is honest, funny, and one of the smartest I know - I'd work with him again in a heartbeat.

— Astrid Huntjens, Producer Talespin

Products

Rise of the Teenage Mutant Ninja Turtles: Power Up Mobile

Product Owner

[Check it out](#)

Acquired and led this Nickelodeon project to produce a motion controlled TMNT game for super fans. Using KPI driven and user centric processes we developed a high quality product that players love.

Shepard Fairey - DAMAGED Mobile, Gear VR. Vive, Oculus

Product Owner

[Check it out](#)

Together with Shepard Fairey and a fantastic team we recreated his DAMAGED exhibition in VR. Using photogrammetry and game technologies a photo realistic representation of his work was created.

Rampage VR Mobile, Desktop

Producer

[Check it out](#)

Assisted the lead producer early on in the project. Also assisted the lead designer with the design of certain aspects of this VR title.

Geostorm Mobile, Desktop

Product Manager

[Check it out](#)

Joined the development of this game near the end of the cycle. Overhauled the monetisation mechanics. Created the first time user experience flow with strong analytics integration.

Castaway Paradise Mobile, Desktop, Console

Designer, Product Owner

[Check it out](#)

Free to play, subscription supported (and premium on some platforms) life simulator. Responsible for every part of the design.

Castaway Home Designer Mobile

Designer, Product Owner

[Check it out](#)

Home decorator for specific audience I designed. Utilizing in-house framework to reduce development time.

Ichi _____ Mobile, Desktop

Designer [Check it out](#)

One button puzzle game includes level editor with over 100.000 user made levels. Designed the product based of a prototype.

LETRZ _____ Mobile, Facebook, Web

Designer [Check it out](#)

Word puzzle game for a 3rd party. Has turn based online multiplayer with social integrations. I was the designer for this work for hire assignment.

Kids vs Goblins _____ Mobile, Mac

Designer, Product Owner [Check it out](#)

Casual action RPG where kids have to save their baby brother from the evil goblin king. Apple's Editors Choice. I was the product owner.

Chime Multiplayer _____ Desktop

Designer

Worked with publisher Zoë Mode on their IP Chime. Designed 40+ multiplayer modes as a proof of concept.

Gatling Gears _____ Consoles

QA [Check it out](#)

Worked as a QA specialist on this action game. Worked with designers and programmers to get the game shipped in time.

Awesomenauts _____ Desktop, Consoles

Designer, Advisor [Check it out](#)

Helped with the early stages of the development of this awesome MOBA. Worked on gameplay balancing and level design. In 2017 I came back to Ronimo to help the team improve the KPIs of the game.