

Jeff Gomez's Biography

Gomez is an expert at transmedia storytelling, incubating new entertainment properties, strategic planning and production for cross-platform implementation. Gomez has worked on such blockbuster universes as Disney's *Pirates of the Caribbean*, *Prince of Persia* and *Tron*, Microsoft's *Halo*, James Cameron's *Avatar*, Hasbro's *Transformers*, Mattel's Hot Wheels and Coca-Cola's Happiness Factory.

Prior to launching Starlight Runner with partner Mark Pensavalle in 2000, Gomez was a prominent figure in the adventure game and video game industries serving as a producer for Acclaim Entertainment's comic book division. He helped create the Acclaim Comics super hero universe, in addition to adapting Valiant Comics super heroes into videogames for Nintendo and PlayStation consoles. Characters, concepts and game-play Jeff conceived, wrote and produced for Acclaim's *Turok*, *Dinosaur Hunter* and *Turok 2: Seeds of Evil* helped that franchise to gross over \$420 million. *Turok* was recently revived as a new videogame franchise from Disney Interactive and as an animated feature from Starz Entertainment.

In addition to serving as a consultant to Disney, Microsoft, 20th Century Fox, Coca-Cola, Scholastic, Wieden+Kennedy, Mattel, Showtime, Konami and Hasbro, Gomez has also delivered his seminar, "Creating Blockbuster Worlds: Developing Highly Successful Transmedia Franchises," to the MIT Futures of Entertainment Conference, Game Developers Conference, International Game Developers Association, the NewTeeVee Conference, the New York State Bar Association and the Producers Guild of America.

As a Latino who spent his childhood in the housing projects on Manhattan's Lower East Side, Gomez champions the concerns of young people with his Never Surrender seminars and curricula. He has also recently worked with Operation Respect, the international non-profit education and advocacy organization founded by Peter Yarrow and dedicated to instilling the values of leadership and empathy in young people. He earned a BA in Film Studies and Communication Arts & Sciences from Queens College, CUNY.