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Organizational Structure: General Manager at EA

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Nick Earl, General Manager of Electronic Arts Redwood Shores Studio, talks about how the General Manager's job is to run one of EA's six studios, which are the places where they actually build the product. The GM administers and manages the portfolio of products at the site. Each product is then run by an executive producer. The executive producers are entrepreneurs in their own right and the products are managed almost like independent ventures.



Transcript

My role at Electronic Arts as General Manager is to run one of the six studios. We have four studios in the US, one in Canada, and one in the UK. And these six studios are the places where we actually build the product. So, we have the bulk of people in the company that is about close to 4000 people in Electronic Arts. The bulk of those people are residing in the studio and they make products, people like Arcadian and Eringer will be here shortly. My role as GM is essentially to administer the studio, to guide the business of building the products that I have under my influence and these are Lord of Rings, James Bond, Tiger Woods. We got a couple of new license. We just have the Superman license, which we'll be doing a couple of years from now. So I have a portfolio products that I'd administer and manage. Each of those products is essentially run by an executive producer who really is an entrepreneur and a business manager in his or her own right.

And we run a PNL down to that level along with those rolling up into my PNL, which then contributes to the studio family. So, I really look in my role as trying to get resources and give guidance to the leaders inside of my studio. I have about 350 people in the studio and about another 50 to 200 who actually test the products, give guidance to that group to build products that are relevant for the market and successful to market place. I have a PNL so I have a spending budget that I've set with my management before the start of the physical year and then I'd made sure that we're sticking as close to that as possible and we try to get our products in on time and the quality so they're successful and this year in my studio, it looks as though we're doing great so far. Lord of Rings: Return of the King, which just shipped last week or actually this week. On Tuesday. Yeah, on Tuesday, was one of the largest releases that EA has ever done. So it's very exciting for us and it's a real milestone for my studio in Redwood Shores and a milestone for the industry as this is such a large and hopefully a successful launch. And James Bond, one of the five performances have just shipped and we've got seven more to come out in February. So I have a portfolio products and I really rely on the entrepreneurs and the business leaders inside my studio to make sure that these products are delivered quality and on time.