



Nazih Fares

PUBLISHING PRODUCER

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📍 Perpignan, France

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Details

Nationality
French

Date of birth
06/11/1986

Profile

With over 16 years of experience in the gaming industry, I am a passionate and award-winning professional who currently leads the publishing production strategy for The 4 Winds Entertainment (T4W), an indie video game publisher and developer. This entails overseeing a group of employees from several verticals to guarantee that our publication strategy is on schedule and that developers set priorities and concentrate on the right areas to ensure the success of the final product.

In addition to my role at T4W, I am also an active member of the International Game Developers Association (IGDA), where I serve as a board member and the vice chair of the Game Credits Special Interest Group. I contribute to the IGDA's mission of advancing the careers and enhancing the lives of game developers by advocating for diversity, inclusion, and best practices in the industry. I also share my insights and expertise as a speaker and advisor at various gaming conferences and events, such as Game Quality Forum, Indieway, and GDC.

Employment History

Publishing Producer, The 4 Winds Entertainment, Perpignan (Remote)

September 2023 — Present

Serving as the point of contact between the publishing team, first and third party partners, and our development partners is one of my duties as a member of T4W's leadership team as a Publishing Producer. This entails overseeing a group of employees from several verticals to guarantee that our publication strategy is on schedule and that developers set priorities and concentrate on the right areas to ensure the success of the final product.

Director at Large, The International Game Developers Association (IGDA), Remote

April 2023 — Present

Appointed as a new member of the board of director for the IGDA, playing a crucial role in guiding the IGDA's strategic direction over the coming years.

Head of Communications and Localization, The 4 Winds Entertainment, Amsterdam (Remote)

February 2021 — October 2023

As part of the leadership team of T4W, my responsibilities as Head of Communications & Localization are overseeing the entire strategic communications and localization go-to-market launch for a portfolio of video games and related services. This includes managing a team of people across public relations, influencer management, esports, events, social media, as well as key localization and locally adapted entertainment products.

Communications Manager, RIMEA, Activision Blizzard, The Hague

August 2018 — February 2021

Responsible for driving the consumer and corporate communications strategy across the developing region for Blizzard Entertainment as well as Activision, specifically for the RIMEA territory (Russia & CIS Countries, India, Middle East, and Africa), working closely with regional publishing leaders, global publishing, and the franchise development team to support franchises priorities and goals. This includes social media, owned media communication, PR and community management with around 12 internal and outsourced reports. Credited in more than 23 published games and other mediums.

Responsible for localization efforts in Arabic and Turkish (with my direct report) for Blizzard Entertainment products for in-game and out-of-game content such as marketing, paid media, owned media and other public-facing messaging. This also includes relationships with local rating board in getting games approved for distribution in the IMEA region.

Head of Marketing and Public Relations, Power League Gaming, Dubai

March 2014 — August 2018

Manage the Marketing and Public Relations activity in regards to publishers such as Activision Blizzard, Warner Bros, Ubisoft, EA Sports and 12 more. Delivering monthly Marketing and PR activities in multiple channels offline and in digital. Recipient of over 10 different awards in the marketing sector including the Dubai Lynx and Effie MENA Awards.

Education

Bachelor in Fine Arts, Lebanese University - Faculty of Fine Arts and Architecture, Beirut

2005 — 2011

Economic Studies Baccalaureate, Lycée Français Alphonse De Lamartine, Tripoli

1997 — 2003

Links

[Linkedin](#) [Personal Website](#)

Skills

Ability to Work Under Pressure



Strong Communication Skills



Public Speaking



Ability to Work in a Team



Leadership

