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# MARK L. BALDWIN

## BALDWIN CONSULTING

685 Trailside Drive  
Golden, CO 80401  
<http://baldwinconsulting.org>

303-351-1924  
mark@baldwinconsulting.org

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### PROFILE

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Creative **Video Game and Computer Game Designer and Developer, Consultant, Manager, Producer, Educator, and Expert Witness** with refined leadership skills, a comprehensive background in software product design and development, and **30+ years** of expertise in the following broad-based competencies:

DEVELOPMENT CONSULTING  
TECHNICAL STAFF SUPERVISION  
PROJECT MANAGEMENT  
SIMULATIONS AND MODELING

NEW PRODUCT INTRODUCTION  
OPTIMIZATION TECHNIQUES  
LARGE SCALE SYSTEMS  
ARTIFICIAL INTELLIGENCE

COMMERCIAL SOFTWARE  
INTERFACE DESIGN  
EDUCATION & ACADEMIA  
SOFTWARE ERGONOMICS

- **Manager, Producer, Programmer and/or Designer for over 25 commercial software products with over \$100,000,000 in retail sales. Have continuously had software on retail shelves since 1986.**
- Skilled in the design and development of retail, commercial and entertainment software. Experienced in the full software development and project management lifecycles from initial concept through delivery.
- Expertise in P&L analysis/control, multicultural team supervision, project management, new product introduction, market testing, business analysis and strategic sales/marketing.
- Exceptional oral/written communication, interpersonal, analytical, organizational, strategic planning, technical, business development, motivational, problem solving and leadership skills.
- Proactive and self-motivated team player/builder with refined technical acumen, exemplary people skills and a superior work ethic. Results-oriented manager able to think *out of the box*.
- Effectively manage multiple, concurrent and senior-level projects and responsibilities. Thrive in both independent and collaborative work environments. Successfully forge profitable industry relationships.
- Educator and teacher active in development of undergraduate and graduate programs and curriculums for new technologies in computer entertainment and software engineering and development.
- Expert Witness in the computer and video game industry, game design and game development.

### PROFESSIONAL EXPERIENCE

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BALDWIN CONSULTING – *Golden, CO*

**1/97 - Present**

#### **Founder / Senior Consultant**

- Provide consulting services to clients in multiple industries including healthcare, gambling, the US military and computer games on software product design and development, and project management.
- Spearhead projects pertaining to project management, interface and product design, simulation design, entertainment design, code development and artificial intelligence.
- Designed functionality and interfaces for HealtheTech's *BalanceLog* personal healthcare software. Authored and developed Windward Studio's *Galaxis* and Zono's *Metal Fatigue*.
- Primary designer for the USAF Information Warfare Center *Sensor Combat* simulation, and GameTech's *Diamond* and *TED* bingo systems. Consultant on US Army's *JWARS* military simulation.
- Integral member of research team for Integrated Knowledge Solutions' *GAMEDEV* instructional development system for the US Navy.
- Associate Professor in Game Design and Development. University of Advancing Technology, Senior Instructor in Graduate Program of Computer Design and Programming at Media Design School in Auckland New Zealand. Instructor in Game Design and Development for Westwood College and DeVry University.
- Provided Expert Witness services in Anascape Ltd. v. Microsoft Corp. and Nintendo of America, Inc.

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MOTO1, INC. – *Irving, TX* 1/01 - 12/01

**Vice President of Product Development**

- Directed product development and managed a 45 person development division. Responsibilities included product design, development, quality assurance, and online operations for commercial software, online multiplayer products and entertainment marketing tools.
- Instituted an online multiplayer capability including development of a comprehensive multiplayer product. Led the company transition from PC platform to dedicated hardware.
- Successfully produced three popular products on time with limited resources while reducing staff turnover.

WHITE WOLF PRODUCTIONS, INC. – *Lakewood, CO* 4/90 - 12/96

**President / CEO**

- Chief project manager and designer for White Wolf software products, many award winning.
- Orchestrated all daily company operations, business growth and development, and production efforts for a computer software development company providing products for several publishers.
- Managed all company staffing, contracting, product design and development, strategic planning, product sales and marketing, and profitability. Outside consultant to the military and computer entertainment industry.

QUANTUM QUALITY PRODUCTIONS, INC. – *Flemington, NJ* 1/90 - 9/90

**Director of Product Development**

- Directed new product development initiatives for an innovative software publishing company with 20 employees. Supervised five staff, and contracted and developed internal/external products.

RED ROCKS COLLEGE – *Lakewood, CO* 9/88 - 5/90

**Instructor**

- Instructor in computer art. Developed curricula, class materials and instructional methodologies.

BEACON TECHNICAL SERVICES – *Littleton, CO* 3/81 - 3/90

**Owner / Manager**

- Provided engineering, simulation and entertainment design/development consulting services.
- Designed several commercial software products including the award winning *Empire*.

MARTIN MARIETTA AEROSPACE – *Englewood, CO* 2/86 - 2/87

**Group Engineer, Titan Guidance Design**

- Developed, validated, maintained and managed flight guidance software and targeting parameters for Titan 34D, Titan II space launch, and Titan medium launch vehicles.
- Developed new guidance logic for the Titan II Space Launch Vehicle final orbit burn which both reduced coding requirements and increased orbit accuracies by 25%.

MCDONNELL DOUGLAS ASTRONAUTICS – *Clear Lake, TX* 7/79 - 1/86

**Task Manager, Shuttle Ascent Flight Design**

- Supervised eight staff in the design of space shuttle ascent flight components. Developed, orchestrated and produced powered flight plans and design data, techniques and procedures for shuttle flights.
- Conceived and developed space shuttle direct insertion ascent techniques and procedures to allow increased orbital shuttle altitude to 100+ miles saving NASA \$600 million in hardware development costs.

UNITED STATES AIR FORCE – *Omaha, NE* 7/75 - 6/79

**Trajectory Applications Analyst / Manager (Captain)**

- Analyzed missile tactics, survivability, strike effectiveness, vulnerability and deployment concepts.

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**EDUCATION**

PURDUE UNIVERSITY – *Lafayette, IN*  
**M.S., Engineering Sciences, 1974**

PURDUE UNIVERSITY – *Lafayette, IN*  
**B.S., Engineering, 1974**

UNITED STATES AIR FORCE – *Montgomery, AL*  
**Squadron Officers School, 1976**

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**PUBLICATIONS**

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**Commercial Software**

- *Trainz Railroad Simulator 2006*, Auran, 2005
- *BalanceLog*, HealtheTech, 2003
- *SCCA Racing*, Moto1, 2002
- *NHRA Drag Racing Main Event*, Moto1, 2001
- *NHRA 50<sup>th</sup> Anniversary Drag Racing*, Moto1, 2001
- *Ted IIC*, Gametech, 2001
- *Diamond Pro and Elite*, Gametech, 2000
- *Metal Fatigue*, Psygnosis, 2000
- *Sensor Combat - The Balkan Cauldron*, Air Force Information Warfare Center, 1997
- *Galaxis*, Trimark, 1996
- Baldwin, M.L. and Rakosky, R., *Empire II, The Art of War*; New World Computing, 1995
- Baldwin, M.L. and Rakosky, R., *Empire Deluxe Masters Edition*, New World Computing, 1994
- *Perfect General II*, American Laser Games, 1994
- Baldwin, M.L., et al; *Empire Deluxe Scenarios*, New World Computing, 1993
- Baldwin, M.L. and Rakosky, R., *Empire Deluxe*, New World Computing, 1993
- Baldwin, M.L. Keeton, B. and Sorensen, T., *Star Legions*, Mindcraft, 1992
- Baldwin, M.L., *Greatest Battles of the 20<sup>th</sup> Century*, Quantum Quality Productions, 1992
- Baldwin, M.L., *The Perfect General, Battles of World War II*, Quantum Quality Productions, 1991
- Baldwin, M.L., Rakosky, R. and Zaccagnino, B. W., *The Perfect General*; Quantum Quality Productions, 1991
- Damon, R, Baldwin, M.L. and Rakosky, R., *D.R.A.G.O.N. Force*, Interstel, 1989
- Baldwin, M.L. and Sorensen, T., *Star Fleet II*, Interstel, 1988
- Baldwin, M.L. and Bright, W., *Empire, Wargame of the Century*, Interstel, 1988
- Baldwin, M.L. and Sorensen, T., *Star Fleet I*, Interstel, 1986
- Baldwin, M.L. *CPRESS Reservoir Information System*, Exper-Tech, 1983

**Magazines and Journals**

- Baldwin, M.L. "Career Paths in the Game Industry", *Journal of Advancing Technology*, Summer 2006. Reprinted in gamasutra.com
- Baldwin, M.L. "Giving the Antagonist Strategic Smarts: Simple Concepts and Emergence Creates Complex Strategic Intelligence", *Journal of Advancing Technology*, Spring 2005
- Baldwin, M.L. "The Virtual Gilpin", *Railroad Model Craftsman*, August and September 2005
- Baldwin, M.L. "Remembering the Stone Age", *Journal of Advancing Technology*, Fall 2004
- Baldwin, M.L. "Publishing Contracts, A Few Notes," *Journal of Computer Game Design*, April 1989
- Baldwin, M.L. "The Conversion Malaise," *Journal of Computer Game Design*, August 1988
- Baldwin, M.L. "The Emperor's New Clones," *Computer Gaming World*, December, 1988
- Baldwin, M.L. "Where Are We Headed, A Program to Calculate Limits to Growth," *Creative Computing*, May 1983
- Baldwin, M.L. "Starbase 13," *Softside*, April 1982

**Major Web Sites**

- Baldwin, M.L. **The Gilpin Tram**, <http://gilpintram.com> 2004-present
- Baldwin, M.L. **Games Ed**, <http://gamesed.com>, 2006-present
- Baldwin, M.L. **The Art of Computer Game Design**, 1998-2002

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**REVIEWS**

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- Saulter, J., *Managing Game Development* McGraw-Hill/Irwin, 2007
- Saulter, J., *Video Game Design Strategies* McGraw-Hill/Irwin, 2007
- Saulter, J., *Introduction to Video Game Design and Development* McGraw-Hill/Irwin, 2006
- Rabin, S., *Introduction to Game Development* Charles River Media, 2005
- Stout, B., *Adding Intelligence to Computer Games* Addison-Wesley Longman, Inc. 1997

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**PRESENTATIONS**

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- Baldwin, M.L. “Computer Games, History, and the Gilpin Tramway,” Presentation for Technology Forum 2009, University of Advancing Technology, July 2006
- Baldwin, M.L. “Remembering the Stone Age,” Presentation for Technology Forum 2007, University of Advancing Technology, November 2004
- Baldwin, M.L. “Top 10 Things Every Producer Should Know About Game Design,” Presentation and paper for Computer Game Developers Conference, San Jose CA, April 1999
- Baldwin, M.L. “Designing and Developing Computer Wargames”, Presentation and paper for USAF Air University Connections Conference, Montgomery AL, March 1999
- Baldwin, M.L. “Project AI”, Presentation and paper for Computer Game Developers Conference, Long Beach, CA, April 1998
- Baldwin, M.L. “Whither (or Wither) Wargames”, Roundtable and papers for Computer Game Developers Conference, April 1997 and April 1998
- Baldwin, M.L. “Project AI (Strategic Artificial Intelligence Decision-Making),” Presentation and paper for USAF Air University Connections Conference, Montgomery AL, March 1998
- Baldwin, M.L., “Gaming in an Industrial Setting,” Presentation at the Shell PC Gaming Workshop, The Hague, The Netherlands, November, 1997
- Baldwin, M.L. “Foundations and Empire”, Presentation and paper for Computer Game Developers Conference, San Jose CA, April 1997
- Baldwin, M.L. “Computer Wargame Design,” Presentation and paper for USAF Air University Connections Conference, Montgomery AL, March 1997
- Baldwin, M.L. “Wargames Don’t Sell or How Actually to Write a Successful Wargame,” Presentation and paper for Computer Game Developers Conference, April, 1996
- Baldwin, M.L. “Effective Interface for Computer Wargames”, Presentation and paper for USAF Air University Connections Conference, Montgomery AL, March 1996
- Baldwin, M.L. “A Better Mousetrap or How I Learned to Stop Worrying About Empire”, Presentation and paper for Computer Game Developers Conference, San Jose CA, April 1995
- Baldwin, M.L. and Rakosky, R., “Project Artificial Intelligence,” Presentation and paper for Computer Game Developers Conference, San Jose CA April 1993
- Baldwin, M.L. and Rakosky, R., “Designing for Play-By-Modem,” Paper for Computer Game Developers Conference, San Jose CA April 1993

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**ACTIVITIES AND AWARDS**

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- *Computer Gaming World* – Cited among the top 20 game developers in the world; Recognized for three of “150 Best Games of All Time;” Awarded “Game of the Year” for *Empire*, ranked 8<sup>th</sup> of 150 “Best Games of All Time”, and “Wargame of the Year” for *The Perfect General*.”
- *GameSpy.com* – Awarded “Hall of Fame” and “Top 50 Games of All Time” for *Empire Deluxe*.
- Group Achievement Award, Spacelab Flight Design Team, The National Aeronautics and Space Administration, 10 July, 1984
- Lyndon B Johnson Space Center Group Achievement Award, National Aeronautics and Space Administration, 19 July, 1983
- Certificate of Recognition for New Technology, National Aeronautics and Space Administration, 15 October, 1982
- Certificate of Merit for Identifying and Disclosing New Technology, McDonnell Douglas Technical Services Inc., November 22, 1982
- First Shuttle Flight Achievement Award by Crew of First Manned Orbital Flight of Space Shuttle, 3 September, 1981
- Public Service Group Achievement Award, National Aeronautics and Space Administration, 11 September, 1981
- Air Force Commendation Medal, United States Air Force, 14 July, 1979

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**PROFESSIONAL AFFILIATIONS**

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- International Game Developers Network, Board Member and Co-Founder 1997-1998
- International Game Developers Association
- International Association for Game Education and Research
- Colorado Game Developers Association, Co-Founder
- Academy of Interactive Arts and Sciences
- Science Fiction Writers of America
- American Institute of Aeronautics and Astronautics

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**DERIVATIVE WORKS**

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- Poulter, K *Empire II, The Art of War*, Prima Publishing, 1996
- Dultz, M *Perfect General II The Official Strategy Guide*, Prima Publishing, 1995
- Emrich, A, Carroll, M *Empire Deluxe, The Official Strategy Guide*, Prima Publishing, 1993