



## **Anki Appoints EA Veteran as Chief Revenue Officer**

Mark Bradley Joins Robotic Company's Executive Bench Ahead of Highly Anticipated Launch of Battle-Racing Game *Anki OVERDRIVE*

SAN FRANCISCO, August 25, 2015 -- [Anki](#), the robotics and artificial intelligence (AI) company that created the sold-out holiday hit of last year, *Anki DRIVE*, has added a key player to its management team: Mark Bradley, former longtime Electronic Arts veteran. Bradley was today named Anki's first Chief Revenue Officer, devoted to accelerating the pace of company's international expansion and establishing Anki as a household name in consumer robotics. His addition to the executive team continues to cement Anki as a pioneer in the gaming and entertainment industry as it blends the worlds of traditional video games and toys redefining the way that consumers experience play through the power of robotics and AI.

"Mark brings a wealth of knowledge and experience to Anki from working on some of the biggest and best entertainment brands around the world," said Boris Sofman, Anki co-founder and CEO. "As we push towards the release of *Anki OVERDRIVE*, he will be instrumental in helping us achieve our goals this holiday and execute our creative vision to continue to push consumer robotics to the next level; and we look forward to him continuing to do so in the future as we expand and grow into a larger and more diverse company."

Bradley is a 12-year veteran of the games industry and is a proven dynamic and strategic leader with extensive international sales and marketing experience across Europe, Asia, Africa and Oceania. He previously served as Vice President for Asia Pacific at EA, one of the world's leading interactive entertainment companies, with commercial and brand responsibility over product content across mobile, PC online and console gaming. Previous key titles he's worked on include some of the largest entertainment properties in the industry including *FIFA*, *Battlefield*, *Need for Speed*, *Plants vs Zombies*, *The Simpsons*, *Madden*, *The Sims* and *Star Wars*.

Bradley joins Anki at a pivotal moment as the company prepares to launch their next holiday hit, *Anki OVERDRIVE*. In the game, players take command of real robotic Supercars using mobile devices as they battle and race on epic battlefields they construct in seconds. Players can challenge friends in a variety of game modes, or, go head-to-head with AI controlled Commanders in a quest to become champion of the *Anki OVERDRIVE* Tournament. On the road to victory, players can kick their skills into overdrive by customizing their Supercar's speed, weapons, and defenses through in-game upgrades. *Anki OVERDRIVE* brings futuristic battle racing roaring to life.

Keep up with the latest Anki news and join the conversation at <http://www.facebook.com/anki> or follow Anki on Instagram at <http://instagram.com/anki> and Twitter at [www.twitter.com/anki](http://www.twitter.com/anki) (@anki / #ankiOVERDRIVE).

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**About Anki**

Named one of the *Top 50 Most Innovative Companies* by Fast Company, Anki is dedicated to bringing consumer robotics into everyday life, building on decades of scientific research to make artificial intelligence accessible to everyone. Founded in 2010 by Carnegie Mellon Robotics Institute graduates, Anki creates consumer experiences using technology that was once confined to robotics labs and research institutes. Its first product, *Anki DRIVE*, is now on sale in the United States, Canada and the UK.

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