**J. ALLEN BRACK**

**Executive Producer and Senior Vice President**

**Blizzard Entertainment**

As the Executive Producer for *World of Warcraft*, J. Allen Brack manages the efforts of the game’s development team as it creates new content, helping them keep the experience fresh and exciting. This involves overseeing all aspects of the project and managing the production of patches and expansions from initial conception through release.

J. started at Blizzard Entertainment in January 2006 as a Senior Producer in charge of content, playing a major role in the creation of new zones, dungeons, and quests for *World of Warcraft’s* first expansion, *The Burning Crusade*. Prior to joining Blizzard, he worked at Origin Systems, Inc. on the *Wing Commander* franchise and then at Sony Online Entertainment LLC on *Star Wars Galaxies.*

In his spare time, J. enjoys playing a wide variety of games and reading.  He also runs very slowly and has a black belt in a Korean martial art.