

# Sarah Brin

## London, United Kingdom

+44 07868 212809 | sarahbrin@gmail.com | <https://www.linkedin.com/in/sarahbrin/>

### Design Leadership for Progressive Technologies

Experienced partnerships leader who's worked with The United Nations, Sony, Google, Rolls Royce, BAFTA, and more. Skilled in developing new initiatives, outreach, and strategy for creative organizations/studios undergoing transformation. Internationally recognized public speaker on design, and experienced with delivering C-level communications. Insights-driven problem-solver with expansive international networks of developers, immersive experience technologists, and other creatives.

### CORE SKILLS

Leadership  
Strategy

Partnerships and Business Development  
Written and Spoken Communications

Research  
Program Design

### EXPERIENCE

#### Head of Product and Growth, Kythera AI

2023 to present

- Spearheading company operations and business strategy alongside the CEO and COO. Leading the company in the adoption of processes related to operations and cross-functional collaboration.
- Owning and managing the product roadmap for Kythera AI, a suite of tools for game development. Ensuring alignment with business strategy and working with the Head of Engineering on sprint planning, ensuring execution of development cycles, and achievement of project milestones.
- Driving all marketing and communications campaigns for Kythera AI, including paid search, social, and live activations. Code-switching and communicating technical specs for client decision-makers in different disciplines. Leading user research initiatives and collecting audience profile insights.
- Establishing and maintaining strong client relationships with leaders of game studios, communicating Kythera's value propositions and features to secure new business opportunities.
- Elevating brand profile and industry presence by delivering compelling keynote presentations at prominent conferences like Gamescom, showcasing thought leadership in the AI field.

#### Business Development Manager, Sony Interactive Entertainment (Media Molecule) 2020-2022

- Directed creative partnerships for the *Dreams* game on PlayStation, acted as first point of contact for the Outreach team. Evangelized Dreams brand internationally, generated leads and served partners.
- Designed public service initiatives for Media Molecule's Outreach team, including designing the *Dreams* incubator and collaborations with the Prince's Trust, Play for the Planet (United Nations), Code Coven, InnovateHer and other non-profit organisations.
- Leading cross-functional design teams on marketing projects with partners including BBC Earth, Aardman Animation, Yahoo, John Lewis, BAFTA, and others. Maintained high project standards and client satisfaction, culminating in project delivery with accompanying case studies.
- Shaped departmental business strategy and product vision through field analysis, thought leadership, and identifying insights related audiences and emerging trends. Developed new activations including incubators, co-development ventures, and university collaborations.
- Product managed partner initiatives, collaborated with legal counsel to craft agreements, planned social media and comms for campaigns and activations, liaised with QA and engineering for troubleshooting, and led project kickoffs/retrospectives.

**Strategic Partnerships Manager, Meow Wolf****2018 – 2020**

- Generated and owned creative marketing partnerships and activations while reporting to EVP of Technology. Pitched, delivered, and tracked (via HubSpot) partnership and marketing deals with companies across technology and entertainment sectors.
- Collaborated with Director of Impact to develop public service initiatives including local educational partnerships, an internship program, and employee community service days.
- Directed an interdisciplinary game development team via agile/scrum methodologies. Shipped the RFID story pass system for personalized exhibition experiences; the *Meow Wolf Outside* alternative reality game; and interactive exhibition elements for Meow Wolf Denver, Las Vegas and elsewhere.
- Shaped business strategy for the Interactive Division of Meow Wolf. Regularly reported on project status and state of the industry to executive leadership, investors, and project partners.

**R&D Manager, IT University Copenhagen****2016 – 2018**

- Led an action research process with 10 interdisciplinary, international museums (at varying levels of technological fluency) in an 18-month design research process design process focused on rapid iteration, resulting in 10 prototype mobile games.
- Coached partners on design methodologies and industry best practices related to audience insights, project management, and rapid iteration. Organized in-person labs and online coaching sessions with partners.
- Developed evaluation tools for measuring audience engagement and impact. Reported on project progress and grant deliverables for funders (The European Union/Horizon 2020 Grant).

**Public Programs Manager, Autodesk****2014-2016**

- Directed strategic creative partnerships focused on creating value for Autodesk's brand. Conceptualized, pitched, and delivered high-quality public programs and campaigns. Projects included multiple art exhibitions staged in digital fabrication workshop areas. Liaised between users, engineers, and executive leadership to lobby for feature requests and communicate alignment with business strategy.
- Led cross-functional teams of technologists, artists in residence and executive leadership to deliver groundbreaking digital fabrication projects showcasing Autodesk's tools.

**Urban Sustainability Program Coordinator, Antioch University Los Angeles****2012– 2014**

- Led operations for the M.A. in Urban Sustainability Program, including project management, payroll, student counseling and contracts.
- Designed and taught the USMA Boot Camp course, training incoming students on presentation, writing and research skills.

**Creative Producer, No Mimes Media****2012**

- Recruited and project managed design, production and performance talent for a science-based mobile game with real-time, mobile, web and video assets.

**EDUCATION****M.A. Public Art, Interactive Media**

University of Southern California

**B.A. Cultural Studies**

Brandeis University