



James Ricker

VP, PRODUCT & MARKETING LEADERSHIP

CONTACT

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LOCATION
Cologne, Germany

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CORE STRENGTHS

- Marketing & Product Innovation
- Global Team Leadership
- Web Platform Modernization
- Creator & Partnership Programs
- Data-Driven Growth
- Brand & Campaign Strategy
- Cross-Functional Delivery
- Storytelling & Creative Direction

LANGUAGES

English Native

German A2–B1

EDUCATION

Film Foundation, Writing, Directing & Producing

Vancouver Film School

2001 – 2002

PATENTS

Replay Editor in Video Games

US 11,878,239 B2

Granted 2024

PROFILE

Product and marketing leader with twenty years at the intersection of the two, guided by one truth: the best marketing isn't an ad, it's an experience that ties back into the product. At EA, built the company's first in-house creative studio, turned campaigns into products players use daily (NFS Heat Studio, EA SPORTS Highlighter — work that earned a granted U.S. patent), and rebuilt EA.com and its creator ecosystem. Currently VP leading the EA SPORTS App, and building AI products personally (agntchat, omychef) to stay at the front of how AI is reshaping product development and marketing.

EXPERIENCE

VP, EA SPORTS App Jul 2025 – Present

Electronic Arts · Cologne

- Lead a global team of designers, product leads, developers, project managers, and strategists building the EA SPORTS App natively across iOS and Android: EA's platform for capturing fans' out-of-game time, with **6M+ installs**.
- Designed the app around the arc of a real match day: match predictions before kickoff, a live Match Center and virtual play-by-play during the game, polls and card-collector-style Moments after the final whistle.
- Shipped a revival of **Sensible Soccer** as a playable in-app experience timed to the 2026 World Cup, driving a major uptick in session times, especially among UK players.

Sr. Director, EA.com & Creator Network Jun 2022 – Jul 2025

Electronic Arts · Cologne

- Led the ground-up rebuild of EA's global web platform, the home of every EA franchise and visited by millions of fans monthly, moving off a legacy Adobe CMS onto a modern Contentful + TypeScript stack and templating the build process so new franchise sites could launch in days instead of months.
- Grew users on lead titles by **189%** in the first full year post-rebuild, with organic traffic up **4.6x**; the following year more than doubled those gains again. Average session duration rose **94%**, engagement per session rose **82%**, and the rebuilt FC ratings hub drew **4x+** the users and **5x+** the sessions year over year.
- Reimagined the Creator Network and launched the **Support-A-Creator** program with The Sims as pilot title, delivering multi-million-dollar gross revenue in year one with the best ROAS of any partnership activation to date.

Sr. Director, Marketing Innovation Jun 2019 – Jun 2022

Electronic Arts · Cologne

- Led the team behind **EA SPORTS Highlighter**, giving FC players tools to turn in-game replays into shareable highlight reels without leaving the game, adopted by **41%** of console/PC players, generating 124M replays and 92M highlight views, with 3.4M customized videos saved to the cloud. Earned a granted U.S. inventor patent for the replay editor (**US 11,878,239 B2**); later selected as the core camera system for EA SPORTS FC's "Project Assist."
- Built **NFS Heat Studio**, a standalone customization app for Need for Speed Heat: 1.48M unique players in its first ten weeks, 4–5 logins/player/day, 24-minute average daily sessions, 5M+ cars customized, and 200K personalized launch-day trailers featuring players' own cars. Sustained daily engagement for nearly two years post-launch.

Head of Creative, Global Marketing Jun 2016 – Jun 2019

Electronic Arts · Cologne

- Built EA's first in-house creative studio from the ground up: a globally distributed team of producers, creative leads, editors, sound designers, motion designers, and copywriters.
- For three years the studio produced the media for every marketing campaign across EA's portfolio — Battlefield 1, Apex Legends, FIFA, Star Wars, The Sims, Need for Speed, and more — plus event content for E3, EA PLAY, and Gamescom: hundreds of videos, with single trailers reaching tens of millions of views.

Marketing Art Director

Apr 2014 – Jun 2016

Electronic Arts · Cologne

- Designed and directed all campaign content for Need for Speed (2015), leading a team of editors and cinematic artists to lift content quality and drive all-time highs in time-watched.

PERSONAL AI PROJECTS

agntchat · Founder

2026

agntchat.com

- An agent-first messaging platform where teams and AI agents work together: real-time backend, web, mobile, and desktop apps with human-supervised action rails. Built solo, directing AI coding agents, with 3,000+ commits in the first six months.

omychef · Creator

2025

omychef.com

- An AI recipe creation and sharing platform with AI chef personas, shipped to production without writing a single line of code by hand.

EARLIER CAREER

Cinematic Director, NFS Rivals at Criterion Games, Guildford UK 2013 – 2014

Cinematics Director & Lead Designer, Galactic Reign at Slant Six Games, Vancouver 2012

Director, SSX E3 Trailer at Image Engine Design 2011

Director of Photography (Sleeping Dogs) / Cinematic Lead (ModNation Racer) at United Front Games, Vancouver 2009 – 2011

Cinematic Artist / Director / VFX Lead at Electronic Arts (NFS Undercover, NFS Pro Street, Skate, NBA Homecourt, Facebreaker, EA Active) 2005 – 2009

Director / Cinematographer at CBC Television, "Little Claus & Big Claus" 2004 – 2005