

Anumukonda Ramesh is Co-founder & Chief Gaming Officer at Kreeda Games India Pvt. Ltd. ([www.kreeda.com](http://www.kreeda.com)). Ramesh has 12 years of experience in the Media & Entertainment Industry with specialization in services for the Animation & Gaming industries.

At Kreeda.com, Ramesh leads international licensing, development and localization for all Kreeda Games. Most recently, Ramesh's team created the first fully-localized Indian massive-multiplayer game called Dancemela which adapted a popular Chinese dance-game engine to support Bollywood-theme dance moves, Music, 3-D sets and Indian virtual clothing. Dancemela was been nominated and won multiple awards for outstanding Indian content in the online multiplayer gaming category including FICCI BAF Awards 2008.

After his collage, Ramesh followed his creative passions and worked as animator at Pentamedia Graphics in India, and later moved to Hollywood to get trained in motion capture technologies and was involved in full length 3D animated-movie production. He was instrumental in setting up the first Motion Capture Studio for Animation in India. During his tenure at IBM Global Services India, Ramesh led teams for the Media & Entertainment Practice to deliver outsourced projects in Gaming, Animation, and Digital Media Solutions.

Ramesh holds a BS - "Information Systems" from BITS, a Diploma in Civil Engineering and a Diploma in Film Direction. He on the board for certifying software companies for SEI -CMM certification.