



Mike McCabe

Regional General Manager,
EA Mobile Asia

Mike McCabe joined Electronic Arts, the world's largest independent interactive game developer and publisher, in March 2004 and is currently its Regional General Manager for EA Mobile in Asia. He is responsible for the publishing and strategic development of the EA Mobile Games business throughout Asia Pacific.

EA Mobile is part of the EA Casual Entertainment label and is the world's largest Mobile games publisher. Mike is charged with the creation of new business structures and operations through the forging of strategic alliances and acquiring new content and capabilities.

Mike is instrumental in launching EA Mobile content developed across 13 territories in Asia. He also is responsible for continually driving distribution and developing new solutions for key emerging markets in the region.

Prior to EA, Mike worked for Samsung Electronics (H.K.) Ltd. firstly as Development Director, leading the launch of Home Networking Technologies to both the consumer and professional markets. In this role, Mike successfully implemented numerous high profile demonstration projects in Hong Kong and the region.

Mike holds a BSc (Hons) degree from Sheffield University. Mike is now based in Singapore at the regional headquarters of EA Asia and has lived in Asia since 1998.