



# Stanley Pierre-Louis

CEO of Entertainment Software Association



## Life In Brief

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**Hometown:** Columbus, OH

**Education:**

- JD, University of Chicago, 1995
- BA, History, Clark University, 1992

**Work History:**

- Entertainment Software Association, 2015-Present
  - CEO, 2019-Present
  - SVP and General Counsel, 2015-2019
- Viacom Inc., 2007-2012
  - SVP and Associate General Counsel for Intellectual Property, 2012-2015
  - VP and Associate General Counsel for Intellectual Property and Content, 2007-2012
- Senior Counsel and Co-Chair, Entertainment and Media Law Group, Kaye Scholer, 2006-2007
- Recording Industry Association of America, 1999-2005
  - SVP, Legal Affairs, 2004-2005
  - VP, Legal Affairs, 2002-2003
  - Associate Counsel, Legal Affairs, 1999-2002
- Law Firm Associate, Shea & Gardner, 1996-1999
- Judicial Law Clerk, The Honorable David A. Nelson, US Court of Appeals for the Sixth Circuit, 1995-1996

## Quick Summary

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**Media executive and public policy expert with over 20 years of experience advocating for the entertainment industry. Currently leading the Entertainment Software Association in its**

## **promotion of the positive impact of video games on the economy, entertainment and society**

- Following distinguished undergraduate and law school education, earned prestigious position with federal appeals court judge as a law clerk
- Practiced intellectual property law at noted private law firms in DC and NY
- Rose through the ranks at the Recording Industry Association of America (RIAA) before moving to entertainment company Viacom; handled intellectual property matters at both organizations, most notably in a successful litigation before the U.S. Supreme Court against the Grokster peer-to-peer file-sharing service
- In 2015, joined the Entertainment Software Association (ESA), the trade association representing the video game industry, to serve as SVP and General Counsel; promoted to CEO in 2019
- Outspoken advocate on the positive cultural, economic and scientific contributions of video games and their related technology; has used his platform to support IP protection, technological innovation and First Amendment rights as well as diversity, equity and inclusion
- Has served on several boards focused on arts, education and technology

## Approach and Motivations

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### **Passion for the transformative nature of interactive entertainment; applies dynamic work experiences to the evolving public policy landscape**

- Longtime interest in the intersection of the arts, media, technology and public policy
- Understands the importance of distilling complex issues for public consumption
- Focused on sharing how the video game industry contributes to job creation, creative



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expression, technological innovation, consumer engagement, consumer protection and more

- Cites Supreme Court decisions, including *Brown v. Entertainment Merchants Association*, when speaking on the legal rights of video game companies to express content according to First Amendment protections; says the basic principles of freedom of speech and the press do not vary when new and different mediums of communication emerge

- Critical of tariffs and market access barriers that negatively impact innovation in the video game industry, arguing that US companies need fair market access and a free flow of data across borders

**Internet Access & Cybersecurity: Pushes for strong cybersecurity frameworks**

- Highlights the importance of cybersecurity measures for corporate and consumer data

**Video Game Innovation: Focuses on the potential positive societal impact of gaming; advocates for self-regulation**

- Outspoken on the broad applications of video game technologies, notably augmented reality, to various sectors such as entertainment, remote training and rehabilitation
- Brings attention to the positive impact of video games for players; the ESA has launched the Game Generation campaign to that effect; promotes impact of video games on STEM education, including for underrepresented groups
- Touts the success of the Entertainment Software Rating Board (ESRB), a non-profit, self-regulatory body that assigns ratings to video games and apps so parents can make informed choices; ESRB, whose work has been praised by the US Federal Trade Commission, also provides resources and information on video game usage, including parental controls for devices that play games

**Policy Position and Areas of Focus**

**Works on a variety of public policy issues related to technology and entertainment**

**Intellectual Property: Professional focus on IP protection**

- Believes that intellectual property protections enhance job growth both domestically and internationally
- As RIAA's SVP of legal affairs, Pierre-Louis led the battle against unauthorized peer-to-peer file sharing; worked on the entertainment industry's litigations against MP3.com, Napster, Aimster, and Grokster, the latter of which ended in a victory for the entertainment industries before the US Supreme Court
- At Viacom, Pierre-Louis was responsible for developing strategies to protect digital content, managing major intellectual property litigation, and leading other IP-related legal initiatives for the company; handled copyright infringement litigation against YouTube and Google

**Foreign Affairs & Trade: Promotes free trade while prioritizing IP rights protections**

- Works with the Office of the US Trade Representative, the Office of US Intellectual Property Enforcement Coordinator and the US Department of Justice on IP protection matters

**Core Communities**

**Wide network of professionals in the entertainment, public policy and tech sectors**

**Entertainment Media: Well-connected to companies and individuals in the television, music and video gaming space from two decades of professional experience**





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- As head of ESA, Pierre-Louis represents the interests of dozens of video game companies, including Activision Blizzard, Electronic Arts, Microsoft, Nintendo and Sony Interactive Entertainment, among others.
- Frequently collaborates with other entertainment media interests on matters involving intellectual property rights, including the film, television, music and book publishing sectors

- Speaking: Featured speaker at key industry conferences, including: DICE, GamesBeat and the Games for Change Festival
- Produces Premier Industry Trade Event: E3
- Subject Matter Expertise: Intellectual Property, Technology, First Amendment rights and international policy
- Congressional Testimony: “Exploring Augmented Reality,” U.S. Senate Commerce Committee, November 16, 2016

**Entertainment & Tech Law: *Established career practicing law, both in the public policy sphere and private firms; engagement with companies and associations active in the technology industry***

- Spearheaded several groundbreaking legal and public policy initiatives involving technology innovations
- Frequently collaborates with technology interest groups, including those representing the business software, telecom, internet and information technology sectors

## Publications, Media and Speaking

**Serves as chief advocate and lead spokesperson for the video game industry on public policy matters, including through mainstream press, industry press, conferences and before policymakers, to highlight the investments and positive impact of video games**

- Frequent topics: The positive impact of video games on the economy, entertainment and society; How video games innovations affect adjacent industries, such as R&D, education and health care; The diverse demographics of video game players
- Notable Outlets: Wall Street Journal, Washington Post, Variety, GameIndustry.biz, Venture Beat, Politico, AP

## Professional Affiliations

- Board, National Symphony Orchestra, 2020-Present
- Board, Games For Change, 2020-Present
- Board, GetSwift Limited, 2019-Present
- President’s Leadership Council, Clark University, 2017-Present
- Board, Lincoln Center Education, 2008-2015
- Board, University of Chicago Alumni Board of Governors, 2004-2010
- Board, Washington Area Lawyers for the Arts, 2001-2006

## Family and Personal Background

**Accomplished educational background; strong interest in the arts, education and technology**

- Deeply inspired by his parents, who immigrated to the US from Haiti; from them, he learned the value of grit, gratitude, humility and family
- Earned his undergraduate degree from Clark University, *magna cum laude*, with high honors; earned membership in Phi Beta Kappa honor society; served as VP of the Fiat Lux Honor Society; spent junior year at the London School of Economics





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- Earned his law degree from the University of Chicago Law School; served as an editor on the University of Chicago Law Review
- Studied music and performance; focused on bass and piano; played in a variety of bands and orchestras; managed college orchestra
- Served on several boards focused on the arts, education and technology
- Completed nine marathons and two full Ironman triathlons

