Quinn Richter

Creator Advocate | PM

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Work Experience

TECHNICAL PROGRAM MANAGER II – MICROSOFT/MOJANG STUDIOS

Head of the Minecraft Marketplace Partner Program   [September 2020 – Current]
- Managed a team of five Technical Account Managers who each owned a vertical of the business: bug triage and reporting, server Partners, the certification pipeline, process scaling, and application review.
- Identified a critical gap in our Minecraft Creator pipeline and contracted with an external vendor to build Chunker.app, an online Minecraft world conversion tool that can convert any Java/Bedrock/Edu world into a different format. This webtool solved the growing number of content validation issues and sped up our certification process.
- Led the project to allow Minecraft Marketplace Partners to sell "Character Creator" content and get a royalty per item sold. I designed policies and the implementation in our Marketplace submission tool to limit catalog growth and simplify the royalty calculation.
- Acted as the face and the leader of the Minecraft Marketplace Partner Program inside the studio and publicly at Minecon and Minecraft Live by promoting the program, creators, and our Partners.

TECHNICAL PROGRAM MANAGER – MICROSOFT/MOJANG STUDIOS

Minecraft Marketplace Partner Program   [March 2019 – September 2020]
- Managed a team of three Technical Account Managers who each owned a vertical of the business: bug triage and reporting, server Partners, and the certification pipeline. They built tools to create analytics and reports for content thruput, automated build tools, and new Minecraft release requirements.
- Worked with the Mojang development teams to align their backlogs to have the greatest positive impact for our Partners' businesses and I championed Partner requested features.
- Attended the Dialog Across Differences session which helped me better understand Partners and their differences making me a better representative, as well as a more empathetic and understanding of the diversity in the Marketplace Partner Program.
- Contracted and led the project with an external vendor to completely revamp our documentation by migrating to Zendesk; building out a creator forum, on-boarding tutorials, more readable policy guidelines, and a ticketing system for support.

TECHNICAL ACCOUNT MANAGER – MICROSOFT/MOJANG STUDIOS

Minecraft Marketplace   [November 2017 – March 2019]
- The Minecraft Marketplace is an in-game store where you can buy content, played in Minecraft, and developed by 3rd party partnered content creators; I led the project to integrate its catalog with the internally developed Microsoft Universal Store to automate Partner royalty payments and provide basic analytics, functionality critical to its launch in June 2017.
- Created the content pipeline and ingestion process for Minecraft Marketplace Partner content, with a focus on scalability, to efficiently review and test content for bugs and policy violations.
- Owned the backlog of bugs that Minecraft Marketplace Partners submitted and worked with internal Mojang development teams to ensure issues that affected Partners were prioritized and fixed.
- Created and shipped Partner facing documentation the covers all aspects of the Minecraft Partner Program (content testing & policies, on-boarding, royalties, best practices, etc.)

ASSOCIATE PRODUCER – MICROSOFT/MOJANG STUDIOS

1st Party DLC   [April 2016 – November 2017]
- Drove growth in paid content revenue for Minecraft by releasing high performing 1st party (designed and created internally) DLC content (skin packs, texture packs, worlds, and mash-ups).
- Worked with leading brands (Saban, Wizards of the Coast, etc.) to bring the first licensed DLC to Minecraft.
- Led playtests and feedback sessions for our 1st party DLC content.
- Made Git check-ins to the Minecraft code base to include the binary and localization assets of DLC content for each game update that included new or updated store content.

ASSOCIATE ACCOUNT MANAGER INTERN – TURBINE

WBPlay Marketing and Identity Platform   [May 2015 – Aug. 2015]
- Engaged with WB Games studios to make sure the development of WB Play aligned with their needs.
- Managed the status of engagements to ensure all teams and stakeholders were in sync.
- Designed tools and processes in JIRA to better track new engagements, which gave greater visibility and further enforced accountability.
- Helped support the launch of high-profile games like *Batman: Arkham Knight* and *Gauntlet*.

Education

SCALED AGILE

Trained in Scaled Agile Framework   [2018]

DIGIPEN INSTITUTE OF TECHNOLOGY

Bachelor of Science in Computer Science and Game Design   [2016]