

## Professional Bio of Deven Mees

Born and raised in Argentina, Deven dreamed of coming to the United States and starting his own software company. As a child growing up during the age of *Ms. Pac-Man* and *Arkanoid*, he fell in love with video games and video game programming. In 1992, at the tender age of 15, he released his first video game, *Brigands*; a fantasy adventure game written in BASIC and distributed through BBS systems. Though never a commercial success, the donations he did receive from the game only served to motivate him to pursue his dream.

After graduating from the University of Texas with a degree in Computer Science, Deven recognized that great business skills would be needed to eventually run a giant video game corporation. While creating games at home, he worked tirelessly as a programmer for a Fortune 500 company. His time there was not wasted, as he learned much about user interfaces and data management; he also took part in an internal management training program where he learned valuable skills such as leadership, budgeting, marketing, and public relations.

When all of his hard work paid off and he was awarded a promotion, Deven instead chose to leave the glass and steel tower of his employer and go to work in his downtown apartment as the President and CEO of Devensoft, Inc. The game that he had been working on for the past two years (*Attack It!*) was released as a free download and became very popular. Once again, the donations he received from his players buoyed his enthusiasm for video game programming. During the start-up phase of his new company, freelance programming work kept him in ramen noodles and tech gadgets.

A self-professed geek, Deven fell in love with the iPhone in 2007 and set to work developing software and games for the platform. Thanks to Apple's iStore, Deven found a successful distribution platform and his motorcycle game *Cruisers* became a top seller. Devensoft released two more titles and both were met with applause from followers of this new company.

By 2009 Deven had grown his fledgling company from a dream to a real up and comer in the software market. No longer operating from an apartment, Devensoft moved into an office in a different glass and steel tower, where it now employs two other programmers. Devensoft has expanded its product offerings and is currently working on game projects for the iPhone and Xbox 360. Though his day is often filled with strategy sessions and public relations, Deven still takes an active role in programming and new product development.