

Jason Anderson '95

ICHABOD WASHBURN YOUNG ALUMNI AWARD FOR PROFESSIONAL ACHIEVEMENT

Jason Anderson, your career illustrates that if you follow your passion, success will follow. We are pleased to recognize you today for that success.

After earning your degree in computer science at WPI, you became a software engineer at Vivid Technologies, designing and developing software for commercial aviation security systems. You went on to several more engineering and management roles of increasing responsibility at other software development firms before founding Senet Entertainment, an event production and service company specializing in video game-related events.

Your experience in software development and market research led to leadership roles at top entertainment software firms. You managed global consumer insights at Blizzard Entertainment, a premier global developer and publisher of entertainment software. You also managed business intelligence teams at Microsoft Xbox and led the consulting



practice at International Development Group, a boutique agency catering to the strategic needs of the interactive entertainment industry.

In 2012 you founded Insights Meta, a firm that brings together your passions for and experience with gaming, market research, technology, and entrepreneurship. You serve as president of this market research agency, reaching for the goal of enabling the sharing of best practices between interactive games and consumer research.

A respected expert in your field, you are an active member of the Google Consumer Surveys advisory board and a sought-after speaker. You hold an MBA from the University of California, Berkeley.

Jason Anderson, your record of success brings much pride to the WPI community. The WPI Alumni Association is pleased to honor you with the Ichabod Washburn Young Alumni Award for Professional Achievement.