



Chris Bruzzo, Former Chief Experience Officer at Electronic Arts (EA)



Chris Bruzzo is the former Chief Experience Officer at Electronic Arts (EA), where he fostered innovative and interactive social experiences in the gaming ecosystem. Prior to that role, Bruzzo was Executive Vice President and Chief Marketing Officer at EA, where he led the Marketing and Commercial functions simultaneously, a unique opportunity that revealed synergies and intersections, which enabled his team to reimagine the role of marketing.

Bruzzo is a proven brand visionary and thought leader, having held leadership positions at Starbucks and Amazon. During his tenure at Starbucks, he was the architect of the Starbucks digital experience, building award-winning loyalty and personalization programs that created deep connections with customers. At Amazon, Bruzzo oversaw marketing and public relations teams and led a team of software developers responsible for Amazon Wish Lists and gift registry services.

As the son of an Argentine immigrant and educator from Minnesota, Bruzzo is a champion for diversity and inclusion. During his tenure at EA, he was the executive sponsor of SomosEA, the Latino employee resource group, supporting a culture where Hispanic/Latino employees thrive and create access to opportunities in gaming for the Hispanic community.

Bruzzo holds a degree in political studies from Whitworth University. He currently serves as an advisor for Wize and Mission Scholars. He also is a member of the Board of Directors of retailer Boot Barn.