

Chris Van Doren

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Product and operations leader whose two products drove Boss Fight Entertainment's pre-launch acquisition by Netflix. As General Manager, secured multi-year budgets, delivered on scope, budget, and schedule, and scaled cross-functional teams to 140. A 28-year operator across studios acquired by Microsoft, Zynga, and Netflix, now working hands-on with generative AI.

EXPERIENCE

Self-Employed — Startup & AI Consultant Dec 2025 – Present

- Advises startups on adopting generative AI — recently drove it across a full product-pitch pipeline, helping one put five distinct product concepts in front of major publishers.
- Builds working prototypes and runs local ML infrastructure firsthand using Claude Code, diffusion models, and RAG/MCP-based workflows.

Netflix — General Manager Mar 2022 – Nov 2025

- Scaled two products from zero-team prototype concepts to shipping teams totaling 140 with development budgets exceeding \$100M.
- Sustained top-4 monthly engagement platform-wide for Netflix Stories — 13 narrative games shipped in ~18 months — with zero user-acquisition spend.
- Led Squid Game: Unleashed to #1 at launch on Netflix Games: #1 Top Free Game in 24 countries, 10.7M+ downloads, free-for-everyone at launch — a first for Netflix Games.
- Initiated a generative-AI pilot for in-game asset creation, from evaluation through production trial.

Boss Fight Entertainment — General Manager Jul 2020 – Mar 2022

- Built the prototypes that led to the studio's acquisition by Netflix, directing a 90-person team through the four-month deal.
- Reversed Dungeon Boss's late-lifecycle decline, growing engagement 8% in a category losing 10–20% a year.

Boss Fight Entertainment — Executive Producer Jan 2017 – Jul 2020

- Executive Producer on Dungeon Boss for two years.
- Led a two-year development program with Activision-Blizzard from early prototype to a full development team.
- Grew from production leadership into general management, earning promotion to General Manager.

Boss Fight Entertainment — Director of IT · Technical Art Lead Jun 2013 – Jan 2017

- Built and ran the studio's IT infrastructure single-handedly as it grew from zero to 60 employees, then returned to lead technical art.

Zynga — Lead Technical Artist · Software Engineer Oct 2010 – Jul 2013

- Key contributor to CastleVille, Zynga's flagship at its December 2011 IPO — the fastest-growing Zynga title to that point, with 26.5M players in its first month.
- Adapted production systems from a sub-10-person founding team to a 3,000+ person public company.

Bonfire Studios — Lead Technical Artist · Engineer Apr 2009 – Oct 2010

- One of the first three employees out of Ensemble Studios; built the technical art pipeline that ran at scale through Zynga's acquisition and IPO.

Microsoft (Ensemble Studios) — Technical Artist · 3D Artist Jan 1998 – Mar 2009

- Employee #18; shipped on the Age of Empires franchise (25M+ units) from Rise of Rome (1998) through Age of Kings, The Conquerors, Age of Mythology, Age of Empires III, and Halo Wars.
- Founded and built the Technical Art department from scratch, setting production standards adopted studio-wide.

EDUCATION

Texas Tech University — Computer Science, B.S. Program

The Art Institute of Dallas — Associate of Arts, 3D Art and Animation