

## Tony Lawrence Inducted into Worldwide Who's Who for Excellence in Game Development

Written by Australian Business

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**PressRelease/**

--3, Tony Lawrence, General Manager of 2K Australia Pty Ltd, has been recognized by Worldwide Who's Who for showing dedication, leadership and excellence in game development.

As a General Manager of 2K Australia over the past 5 years, Mr. Lawrence has overseen 2K Australia's contribution to the acclaimed BioShock series, with the development of BioShock 2 and BioShock Infinite, whilst also contributing to the development of 'The Bureau: XCOM Declassified'. During this time, he was also the President of the Games Development Association of Australia from 2010 to 2013, establishing himself as an expert in the Australian games development industry.

As a senior executive with over 19 years of leadership experience across creative, media, retail and tourism industries, he has established himself as an expert in product development, organizational design, performance management and improvement, leadership and high-performance team development, and strategic human resource and change management strategy development and implementation.

In the course of his duties, he is responsible for leading and representing the company with accountability for all corporate and operational functions including finance, human resources, operations, and project management, corporate planning and execution, contract negotiation and management, and public relations activities. In addition, he oversees marketing, planning, and execution across multiple projects for the only premium interactive entertainment development studio in Australia.

Mr. Lawrence spent the formative years of his career in creative industries after being selected to study for one of the first multimedia degrees offered in Australia, graduating with a bachelor of arts in television and sound production from Charles Sturt University in 1991. Upon completing his degree, he began working for Australia's iconic arts center, The Sydney Opera House, as a sound engineer, and within eight years, had been promoted to the role of Technical Manager.

At this time, Mr. Lawrence decided to hone his business skills and was selected to participate in the Australian Graduate School of Management's MBA executive program, graduating in 2005. Seeking to apply his degree, Mr. Lawrence successfully took on the commercial portfolios of the Sydney Opera House, and then moved on to best of breed private sector companies in retail with David Jones LTD, Media Intelligence Insentia Media, and Aviation Security with SNP

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Security. In these roles he was able to increase profitability through the lowering of operating costs, improving work design and inter discipline cooperation and collaboration, and improving and developing product. After success in these industries, he returned to work in creative industries as the General Manager and Director of 2K Australia.

A seasoned professional, Mr. Lawrence attributes his success to understanding industry business models and identifying and implementing appropriate corporate strategies to enable organizations, teams and individuals to reach their potential. Mr. Lawrence can efficiently manage resources effectively at very high quality benchmarks, and typically lives by the high integrity standard of doing the right things and doing things right.

Having degrees and experience in both creative and corporate business disciplines and environments, this specific mix of skills and experience, combined with his ability to develop, apply and communicate strategy to stakeholders, from boards to junior employees and across public and private sectors, has provided a solid foundation for his successes.

He continues to build 2K Australia's reputation, and is committed to developing the best interactive entertainment titles in the market. Mr. Lawrence is lucky to have worked in dream roles for most of his professional career. Highlights include working with renowned directors producing world premier works, playing a major role in the technical delivery of the Sydney Olympic Arts Festival, developing acclaimed tourism products for the Sydney Opera House and developing games such as BioShock 2, BioShock Infinite and The Bureau: XCOM Declassified with the talented team at 2K Australia.

About Worldwide Who's Who With over 500,000 members representing every major industry, Worldwide Who's Who is a powerful networking resource that enables professionals to outshine their competition, in part through effective branding and marketing. Worldwide Who's Who employs similar public relations techniques to those utilized by Fortune 500 companies, making them cost-effective for members who seek to take advantage of its career enhancement and business advancement services.

Worldwide Who's Who membership provides individuals with a valuable third-party endorsement of their accomplishments, and gives them the tools needed to brand themselves and their businesses effectively. In addition to publishing biographies in print and electronic form, it offers an online networking platform where members can establish new professional relationships.

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For more information, please visit <http://www.worldwidewhoswho.com> .

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