

J. Allen Brack Bio

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J. Allen Brack is a game developer, executive, and company president who has worked in the industry since 1994 on some of the biggest franchises in gaming. As a Magic Soup Games co-founder and its head of development, J. leads design and production on the company's games in addition to partnering with fellow co-founders Jen ONeal and John Donham in setting direction for Magic Soup as a whole.

J. started his career at Origin Systems as a quality assurance tester on the *Wing Commander* series, one of the most popular space combat franchises at the time. Later he moved into production where he worked on an unreleased MMO version of *Wing Commander*. In 2000, J. went to Sony Online Entertainment, where he met John Donham. Together they led production for the award-winning massively multiplayer online role-playing game (MMO) *Star Wars Galaxies*.

In 2006, J. joined Blizzard Entertainment on the *World of Warcraft (WoW)* team. Over the next 12 years, he served in various roles on the team, eventually overseeing all aspects of development and operations. During this period, *WoW* solidified its position as the number-one subscription-based MMO in the world, reaching over a hundred million players worldwide and regular expansions that rank among the fastest-selling PC games of all time. J. also worked to form new teams within Blizzard to create *WoW Classic*, an acclaimed re-creation of the original pre-expansion experience of the game, and the first Warcraft mobile game, *Warcraft Arclight Rumble*.

In 2018, J. was promoted to president of Blizzard Entertainment, overseeing the game development roadmap across all Blizzard titles and new initiatives. In 2019 he received recognition as a [Top CEO for Women Workers by Comparably](#) and a [Girl Scouts of Orange County Leadership Honoree](#). Under J.'s leadership, Blizzard raised tens of millions of dollars for charities including Make-A-Wish, released an LGBTQ+ pride pin for public sale with all proceeds going to the Trevor Project, and hosted Girls Who Code's Summer Immersion programs. It was also during his tenure as president that J. first partnered with Jen ONeal, then head of Vicarious Visions, to collaborate on the company's *Diablo II* remaster, *Diablo II: Resurrected*.

J., Jen, and John have been talking about their shared visions, values, and what they could build together since they met, and they are thrilled to now be pouring their passion, experience, and know-how into their new video game startup.

Outside of video games, J. enjoys tabletop gaming, reading fantasy and sci-fi, running (well, he runs, though he doesn't exactly enjoy it), and cooking homemade pasta.