

Jen Oneal Bio

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Jen Oneal is a veteran video game industry leader with more than two decades of experience. As CEO and co-founder of Magic Soup Games, she is focused on building high-performing teams, driving culture, and ensuring the success of the company's fully remote work environment.

Jen got her production start at LucasArts in the late 1990s working on the *Star Wars* and *Indiana Jones* video game franchises before becoming a producer at Activision in 2003, where she produced several titles in the *Tony Hawk* Franchise.

She later became an executive producer at Vicarious Visions in 2008, where she led multiple teams that produced both owned and licensed IP games, including *Marvel Ultimate Alliance 2* and several *Skylanders* and *Guitar Hero* titles.

In 2016, Jen was appointed as the studio head of Vicarious Visions. During this time, she oversaw the development and production of *Crash Bandicoot N. Sane Trilogy*, several *Destiny 2* expansions, and *Tony Hawk Pro Skater 1 + 2*. She also partnered with Blizzard Entertainment and then-president J. Allen Brack with her studio's work on *Diablo II: Resurrected*. Jen received the [Great Place to Work for All](#) award in 2018, in large part for her broad focus on culture and values.

In early 2021, Vicarious Visions became part of Blizzard Entertainment, and Jen joined the Blizzard leadership team. There she served in multiple leadership roles, including co-lead of Blizzard.

Jen, J., and John Donham 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.

Jen is a passionate advocate for advancing the state of diversity, equity, and inclusion in the video game industry. She currently serves on the board of Women in Gaming International as well as the leadership team of the National Coalition for Equity Impact. She also served as an advisory board member for the Young Women's Leadership Initiative and was a board member of the Girls Scouts of Northeast New York. She is a frequent speaker and panelist on the subject of culture and DEI.

Jen holds a BA from the University of Florida and an MBA in Finance from the University of Southern California Marshall School of Business. Apart from gaming, she also enjoys cooking with friends, hiking, and spending time with family.