



SAM GLASSENBERG

Founder and CEO of Level Ex®

Leading teams and companies at the cutting-edge of the video game industry

Sam is the visionary behind Level Ex, a company that creates acclaimed mobile, AR, and VR medical video games for physicians. Since the company's inception, Sam has forged together an elite team of award-winning game developers and physician experts to revolutionize the way physicians stay sharp in their specialties—leveraging advanced video game technology and proven cognitive neuroscience to recreate the thrills and challenges of practicing medicine. Level Ex's games are now played by 500,000 healthcare professionals worldwide.

Before Level Ex, Sam was CEO of the top independent game publisher in Hollywood, acquired by Playtech (PTEC) in 2016. Under his leadership, the company created award-winning mobile games for tens of millions of players based on popular films, including *The Hunger Games* and *Mission: Impossible*. Earlier in his career, Sam led the DirectX team at Microsoft and was responsible for pushing the visual limits of video games across the industry. Sam accepted a Technical Emmy on behalf of his team, which recognized their contribution to the state-of-the-art in interactive entertainment. Sam established his roots at LucasArts, working on PlayStation 2 and Xbox games for *Star Wars* films.

Sam holds an M.S. in Computer Science, Graphics from Stanford University and a B.S. in Computer Engineering from the University of Illinois Urbana-Champaign.

His name is featured on several technology patents and popular video game titles, and he currently sits on major technology and video game industry advisory boards. When he's not making video games for doctors, he's experimenting with new ideas, tools, and technologies—evolving into an eclectic list of personal hobbies, from 3D printing to medical simulation.

FOLLOW SAM ON TWITTER (@SAMZG), LINKEDIN, AND ON HIS WEBSITE GLASSENBERG.COM.

Recent Awards & Industry Wins

- SIGGRAPH's Real-Time Live! session, "Marching All Kinds of Rays...On Mobile," took second place as the audience choice (2019)
- *PM360 ELITE* Winner in the Entrepreneurs category (2019)
- *MM&M* Top 40 Healthcare Transformer (2019)
- Cannes Lions Speaker and "Healthcare Disruptor" (2019)
- Game Developers Conference session, "Bloody Design: Gameplay, Fluid Physics and Rendering From the Inside-Out," was ranked #2 overall by conference attendees and #1 in Design Track talks (2019)