

Jack Dalrymple

CMO | CCO | VP Marketing | Gaming | Web3 | AI | Creative Team Leadership

- Marketing executive with 20+ years of experience leading creative teams and executing high-impact growth strategies for gaming, web3, and AI-driven products.
- Proven ability to scale businesses through strategic benchmarking, lead multimillion-dollar marketing campaigns and build high-performance cross-functional teams.
- Expert in gamified go-to-market (GTM) strategies, growth hacking, and community-first brand storytelling with proven market penetration frameworks.
- Successfully launched 30+ gaming and web3 products globally, including the first-ever NBA, NFL, NHL, and MLB crossover athlete sports franchise, achieving 850K+ installs across international markets.

CORE COMPETENCIES:

- **STRATEGIC LEADERSHIP:** Full Lifecycle Development & Product Vision, Games-as-a-Service (GaaS) & Live Ops Strategy, Monetization Models (F2P, P2E, GameFi, NFT, iGaming, Subscriptions, Tokenomics), Milestone & P&L Management, Player LTV & Revenue Optimization, Agile & Scrum Team Leadership.
- **PLAYER ACQUISITION & MARKETING:** User Acquisition (UA) & Wallet-First Strategy, LiveOps Monetization & Player Retention, Community-Driven Growth, Influencer & Content Marketing, OKR Alignment & KPI Optimization, A/B Testing & Data Analytics.
- **GAME DEVELOPMENT & PRODUCTION:** Roadmap & Production Pipeline Management, AAA, Indie & Mobile Development, Asset Management & Creative Direction, Cross-Platform Distribution Strategy, External Development & Co-Dev Relations, AI-Enhanced Game Innovation.
- **BUSINESS DEVELOPMENT:** First-Party & Third-Party Relations, IP Development & Licensing, Strategic Partnerships & Publisher Relations, Market Segmentation & Competitive Analysis, Industry Benchmarking & Market Penetration.
- **WEB3 & EMERGING TECH:** Multi-Layer Ecosystem Leadership (Layer-1: Ethereum, Solana, Flow; Layer-2: Immutable X, Polygon), Token Economics & DAO Governance, NFT Marketplace Partnerships & GameFi Monetization, AI-Driven Insights & Automation, Web2-to-Web3 Transition & Regulatory Compliance, Metaverse Ecosystem Growth & Interoperable IP Strategy, Web3 Studio Scaling & Remote Team Leadership.

PROFESSIONAL EXPERIENCE:

BIT FRY GAME STUDIOS | Portsmouth, NH

Aug 2017 – Present

Bit Fry is an independent developer and publisher of video games.

- **Ultimate Rivals: The Rink:** An NHL-licensed game bringing the world's first cross-sport play of athletes from the NBA, NFL, MLB, NHL, WWE, and USWNT onto the ice.
- **Ultimate Rivals: The Court:** An NBA-licensed game featuring the same crossover athlete concept, allowing major league players to compete on the basketball court.
- **Infinite Victory:** An upcoming web3 sports game on Immutable X (Ethereum L2) featuring an integrated token economy, play-to-earn mechanics, and utility NFTs for a unique, gas-free blockchain gaming experience.

CMO, Executive Producer, Board Member | Oct 2022 – Present

- Led web3 transformation and rebrand of NBA gaming franchise, implementing data-driven player acquisition strategy resulting in +7K Discord signups in 2 days and +43K newsletter signups in 30 days through community-first engagement campaigns.

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Portfolio: www.jackdalrymple.com

- Directed full lifecycle development using Agile methodologies for cross-platform AAA sports titles, spearheading integration of AI and emerging technologies while establishing GaaS and microtransaction monetization strategies, managing P&L and development roadmaps across internal teams and external development partners.
- Spearheaded strategic partnerships with major sports leagues, Layer-2 blockchain providers, and KOLs, driving innovation in NFT monetization, TGE strategies, and establishing governance frameworks for blockchain gaming ecosystem.
- Led studio expansion initiatives through M&A evaluation and successful venture capital fundraising, securing Series A investment while maintaining stakeholder alignment for web3 market expansion.

Chief Marketing Officer | Jan 2021 – Oct 2022

- Developed and executed a \$35M global marketing campaign funded by Apple, launching Ultimate Rivals™ as the first-ever major league licensed cross-sports franchise featuring NBA, NFL, MLB, NHL, WNBA, WWE, and USWNT, driving worldwide player acquisition through performance marketing and brand positioning.
- Led community engagement and influencer marketing initiatives through athlete endorsements and strategic content partnerships, achieving 850K+ installs via integrated performance marketing campaigns.
- Led cross-functional marketing teams spanning content, brand, licensing, business development, and analytics.

SVP of Marketing | Aug 2017 – Jan 2021

- Developed cross-platform strategy and brand positioning through data-driven, community-focused content initiatives, increasing user acquisition and engagement.
- Built and scaled high-performance marketing teams specializing in creative content production, data-driven strategies, and optimization frameworks, achieving measurable improvements in campaign ROI and team performance.
- Established strategic partnerships with first-party platforms, major sports leagues, and players' associations, developing comprehensive go-to-market strategies and IP licensing agreements.

CAP AND CUT | Boston, MA

Mar 2014 – Present

Cap and Cut is a trailer house and creative design studio specializing in crafting compelling narratives for brands, particularly those in the gaming industry.

Chief Creative Officer

- Founded and scaled boutique creative agency delivering 100+ high-impact marketing assets and narrative-driven trailers for AAA, indie, and mobile gaming clients.
- Led creative direction and story development for global expansion and localized content strategy across technology and gaming sectors in key international markets.
- Drove business growth through strategic negotiations and partnerships, establishing revenue-generating relationships across Fortune 500 companies and emerging technology startups.

WARNER BROS. GAMES (BOSTON)

Oct 2004 – Mar 2014

Warner Bros. Games is a AAA video game developer.

Lead Editor, Technical Director | Apr 2010 – Mar 2014

- Led cross-functional creative team of 5, delivering narrative-driven content and transmedia storytelling for global expansion initiatives, producing 265+ localized AAA marketing campaigns with 9M+ global viewer engagement.

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- Spearheaded creative direction and content pipeline development for major global IP franchises, including DC Comics' *Infinite Crisis*, *The Lord of the Rings Online*, *Dungeons & Dragons Online*, *Game of Thrones*, and more.

Senior Editor | Oct 2004 – Apr 2010

- Developed in-game cinematics, real-time cutscenes, and gameplay capture assets while supporting digital marketing campaigns, live service updates, strategic investor relations initiatives and green-light pitches.

CERTIFICATIONS:

- SPARK Entrepreneurship Program – Harvard Business School (2016).
- Pixar Animation Masterclass – Story, Character, and Animation (2012).

PUBLICATIONS:

- **Author** – "Why Web3 Marketing Converts Gen Z: A Gamified, Community-First, Collaborative Strategy" (2025) – Comprehensive framework for web2-to-web3 transition strategies, growth hacking, and player acquisition models, featuring in-depth analysis of Gen Z consumer behavior, gamified engagement, wallet-first strategies, user acquisition frameworks, and market penetration methodologies.

INDUSTRY INVOLVEMENT & VOLUNTEER WORK:

- Guest Lecturer & Mentor – MassDiGi, Becker College, Northeastern University.
- Brand Identity & Funding Strategy – Larry Rowbs Foundation (2023 – Present).
- Identity Development & Launch Campaign – GGJ Next (2017 – 2019).
- GTM Strategy & Launch Marketing – Indie studio Ape Law's *Albino Lullaby* and *Alice's Lullaby* (2015, 2024).
- Branding & Event Marketing – Global Game Jam (2015 – 2019).

References Gladly Provided Upon Request