



**WHO'S WHO**

ACHIEVEMENT | HONOR | RECOGNITION

**CAMBRIDGE WHO'S WHO**

RECOGNIZES

*Brent J. Zorich*

AS AN

**HONORED MEMBER**

THE ABOVE NAMED INDIVIDUAL

HAS QUALIFIED FOR INCLUSION IN THE

2011-2012 EDITION

OF THE CAMBRIDGE WHO'S WHO REGISTRY

OF EXECUTIVES, PROFESSIONALS AND ENTREPRENEURS

IN WITNESS WHEREOF THIS AWARD IS ISSUED AND SIGNED BY

MITCHEL S. ROBBINS

CHAIRMAN AND CEO, CAMBRIDGE WHO'S WHO

*March 30, 2011*

DATE OF ADMISSION

C A M B R I D G E  
W H O ' S W H O

Dear Esteemed Cambridge Member,

Congratulations on your membership. I am proud to officially welcome you to Cambridge Who's Who®. Your affiliation with our organization is a strong affirmation of your accomplishments, talents and knowledge, as well as your commitment to personal and professional success.

As a member of the Cambridge team, I am dedicated to building an extensive network comprised of diverse and talented professionals, and to helping members develop strong personal brands in order to distinguish themselves from others in their respective industries. Once you've begun to discover your brand, you'll be able to communicate it through our online networking communities:

- The Cambridge Online Registry: by logging in to [www.cambridgeregistry.com](http://www.cambridgeregistry.com) with the username and password listed on your Biographical Profile page, as well as your Receipt and Program Summary, you can update your biographical profile as needed.
- Cambridge Who's Who Connect: at [www.cwwconnect.com](http://www.cwwconnect.com), you will have the opportunity to exchange information, share ideas, and build relationships with your fellow members.

Through my role as an executive vice president of The Trump Organization, I have learned what it takes to separate myself from the crowd, and I believe that the platform for exposure Cambridge has to offer is invaluable. By participating in our various programs and networking communities, we are confident that you will find membership to be a rewarding experience. Exposure of this degree can afford you new career opportunities, business contacts, and strategic partnerships. In addition to increased exposure and networking capabilities, your Cambridge membership will add to your professional credibility. We strongly encourage you to complete the enclosed personal branding questionnaire and review the supplemental materials in this package to learn more.

Once again, I'd like to congratulate you on becoming a part of our prestigious network. Through Cambridge Who's Who, I am committed to placing the keys to success in your hands, and look forward to sharing my experiences and knowledge with you. Remember, the world is waiting to meet you.

Sincerely,



Donald Trump Jr.  
Executive Director of Global Branding and Networking  
Cambridge Who's Who Publishing, Inc.

Welcome, **bzorich1b1ee**

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General questions about editing your profile online may be directed to [techsupport@cambridgewhoswho.com](mailto:techsupport@cambridgewhoswho.com). Questions regarding the status of your biographical edits should be sent to [bioedits@cambridgewhoswho.com](mailto:bioedits@cambridgewhoswho.com).

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### Brent Zorich



<b>Title:</b>	Graduate Student
<b>Company:</b>	Strayer University

### Brent Zorich's Biography

<b>Address:</b>	San Francisco, CA
<b>Type Of Business:</b>	University
<b>Marketing Area:</b>	International
<b>Expertise:</b>	Video game simulation; Interior architecture
<b>Major Product/SVS:</b>	Higher education
<b>Hobbies/Sports:</b>	Painting; Drawing; Sculpting; Exercising
<b>Education Degrees:</b>	Pursuing Master's Degree in Computer Science Engineering, Strayer University; Master of Fine Arts in Technical Animation and Computer Visualization, Focus in Biomechanical Character Setup, The Ohio State University (2010)
<b>Affiliations Awards:</b>	ACM SIGGRAPH



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<b>Throughout the duration of your career, what was the one highlight that stood out the most?:</b>	The highlight of his career was having Ahsoka, his group's Jedi, shown to Mr. Lucas in Singapore. His team modified the film version of Ahsoka and got it to work on the Xbox 360. This was shown to Mr. Lucas and he could not tell the difference between the film Ahsoka and the game Ahsoka that Mr. Zorich modified. This is the area that Mr. Zorich is one of the biggest in entertainment. For Lucasfilm, Mr. Zorich is a lead film game convergence specialist. Ahsoka was rigged, rebound, and topology modified-working in the Unreal Engine.
<b>Number Of Years In Profession:</b>	5
<b>What Does He/She Attribute Success To:</b>	He attributes his success to his hard work. His philosophy is "While you work, I sleep."
<b>Why did you become involved in your profession or industry?:</b>	He became involved in his profession because of his personal inspiration from George Lucas, the creator of 'Star Wars.' Creating works of art has been his strongest passion his entire life.
<b>Extended Bio Profile:</b>	<p>Prior to the animation industry, Mr. Zorich had worked for the architectural firms ranked number one (Gensler) and number two (NBBJ) in the world as an interior architect. The research conducted for his master of fine arts involved working directly with supervisors from DreamWorks SKG. At 2K Sports, he did research on ways to streamline current rigs to make them lighter for game play on the award winning title NBA 2K. Later, he returned to EA Sports as a technical artist implementing rigging techniques as well as doing research on more advanced character setup for the top selling titles in the world, including Madden, the top selling title in North America at Lucasfilm, Ltd. He was a part of the team on film game convergence collaborating on global "Star Wars" related projects while working with all three divisions: LucasArts, Lucasfilm Animation, and Industrial Light and Magic.</p> <p>This research involved complete analyzing and understanding of both render and real time assets for maximum output and potential (led by Mr. Zorich and a team of core artists and engineers). For the ease of better global communication, he was relocated (via order of the executive committee) from the Lucasfilm Animation Singapore studio (LAS) to the home office (The Presidio and the Skywalker Ranch) in San Francisco to continue research on this subject matter.</p> <p>Darrell Rodriguez was the president of the LucasArts division. This is who Mr. Zorich wrote the executive proposal Offensive Attack Strategy for, a strategy to better pit Lucasfilm up against its lesser opponents, to remain unnamed. Feargus Carroll was my boss in Singapore. Mr. Zorich was the first person to be relocated in company history from Singapore to San Francisco. It was Lucasfilm policy that in order to be relocated, or even considered, you must work in Singapore for a minimum of one year. This was until he came there. He was relocated after five months with two relocation packages. In addition to writing that proposal, he had spoken to University Relations about continuing education at either Stanford or UC Berkeley in order to take a more leadership role within Lucasfilm. He had already been through an executive training program through Lucasfilm with Mr. Larry Seal. Mr. Zorich has wrapped up his first masters in technical animation and began his second in engineering with an expected graduation in summer of 2012.</p>
<b>Position Responsibilities and Duties:</b>	Creating concept art for video game characters and mechanics; Completing coursework in computer science
<b>Education Certifications:</b>	Executive Training, Lucasfilm, Ltd.
<b>Awards/Honors:</b>	Industry Insider Recognition, 3-D Artists Magazine