



PRESS RELEASE

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Ubisoft Appoints Bernd Diemer as Vice President of Editorial - Social Experience

Bernd Will Collaborate with Ubisoft's Worldwide Production Teams to Drive In-Game Social Experience Strategy

PARIS – January 23, 2023 – Today, Ubisoft announced that Bernd Diemer, a creative director and designer with more than 20 years' experience in the games industry, has been appointed as Vice President of Editorial - Social Experience.

Based in the United Kingdom, Bernd will join Ubisoft's Global Creative Office, which collaborates with the company's production teams around the world to power the creative vision behind Ubisoft's vast portfolio of games and franchises. As VP of Editorial - Social Experience, Bernd will be responsible for driving Ubisoft's global strategy for enhancing in-game social interactions for players, leveraging innovative features to empower them to build inclusive communities in Ubisoft's virtual worlds. Bernd's appointment is in line with the company's commitment to strengthening its creative capabilities with key talents, bringing new skills and a fresh perspective that will significantly benefit the development of Ubisoft's games. Social experience is a core pillar of the company's vision for the future of gaming: Ubisoft believes in games as spaces to socialize, create, and feel a sense of belonging. With games natively developed to foster social interactions, players become more engaged in the game and connected with each other.

With more than two decades of experience in the video game industry, Bernd's career includes roles leading the creative direction on a wide array of AAA titles, including original IPs like Crytek's *Crysis*, Guerrilla Games' *Horizon: Zero Dawn*, and franchise sequels like DICE's *Battlefield* and *Star Wars: Battlefront*. He joins Ubisoft from Improbable, where he worked as Creative Director, piloting the studio's creative vision for its games. Bernd is also a tenured Professor of Game Design in the Bachelor and Master program at the Cologne Game Lab at the Technical University Cologne.

"I am honored to join Ubisoft and gain the opportunity to collaborate with talented global teams to shape the future of social experience in Ubisoft's games," said Bernd. "They're known to be catalysts for dynamic and diverse communities, enabled by innovative features and powerful brands that allow players to come together. I am excited to partner with the group's teams around the world to bring social experience in our games to new heights."

"Today, games are more than entertainment: they are virtual spaces where people can build connections and share meaningful experiences. Social experience is an increasingly essential element of Ubisoft's strategy to reach new audiences," said Marie-Sophie de Waubert, Senior Vice President of Studio Operations. "We look forward to welcoming Bernd to the Global Creative Office, where he will work closely with our production teams"

to deliver on our vision of games as places where every player can be their authentic self and find their community.”

Note to Editors – Bernd Diemer’s Biography

Bernd Diemer is an award-winning game designer and creative director with more than two decades of experience in the video game industry. He led the creative direction on a wide array of AAA titles, including original IPs like Crytek’s *Crysis*, Guerrilla Games’ *Horizon: Zero Dawn*, and franchise sequels like DICE’s *Battlefield* and *Star Wars: Battlefront*. The games he has contributed to during the course of his career have earned more than 200 Game of the Year awards, among others. He most recently held a role as Creative Director at Improbable, piloting the studio’s creative vision for its games. Bernd is also a tenured Professor of Game Design in the Bachelor and Master program at the Cologne Game Lab at the Technical University Cologne.

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About Ubisoft Ubisoft is a creator of worlds, committed to enriching players’ lives with original and memorable entertainment experiences. Ubisoft’s global teams create and develop a deep and diverse portfolio of games, featuring brands such as Assassin’s Creed®, Brawlhalla®, For Honor®, Far Cry®, Tom Clancy’s Ghost Recon®, Just Dance®, Rabbids®, Tom Clancy’s Rainbow Six®, The Crew®, Tom Clancy’s The Division®, and Watch Dogs®. Through Ubisoft Connect, players can enjoy an ecosystem of services to enhance their gaming experience, get rewards and connect with friends across platforms. With Ubisoft+, the subscription service, they can access a growing catalog of more than 100 Ubisoft games and DLC. For the 2021–22 fiscal year, Ubisoft generated net bookings of €2,129 million. To learn more, please visit: www.ubisoftgroup.com.

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