

Matt Sabourin.

I help companies make things people actually care about.

CONTACT

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EDUCATION

B.A. Advertising

University of California, Davis

LINKS

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PROFILE

Brand and marketing strategist across games, entertainment, and consumer tech. I get hired to build brands when there's nothing to inherit. I've done it for new game launches, repositioning efforts, and category resets where the playbook didn't exist yet. I stay involved through execution so the strategy holds up outside the deck.

CURRENTLY

ON Invincible VS at Skybound.

WATCHING House of the Dragon.

READING A World Appears.

PLAYING Marathon

OBSESSED WITH Why some live-service games earn loyalty and others have to beg for it. The best studios treat launch as day one of a relationship and keep finding small ways to delight. Sometimes that's just a dev update that sounds like a person wrote it. Doesn't have to be hard. But it really takes a whole operating model, not just a marketing plan.

ABOUT THOSE LEGS

Those legs? A comic I drew in high school to make three friends laugh. It hit the school paper and someone tried to turn it into a movie, until they realized they'd have to rotoscope all those legs.

The lesson I learned: niche is scale. The best brand work travels because it's built for someone specific, not aimed at everyone.

Most marketing spends millions saying nothing to nobody, because the bigger the company, the more terrified it is to talk to an actual person.



Work.

SF • LA • NYC

Principal Brand Strategist

2020 - Present

Independent Practice

Embedded strategist for game publishers and global brands during launches, repositioning, and org resets. Anchor engagements:

Skybound Entertainment

2025 - Present

Strategy Consultant

- Built brand and go-to-market strategy for Invincible VS from the ground up. Hired the external agencies and aligned development, publishing, creative, community, and partners against one launch plan.
- Designed a live character reveal at EVO 2026 around a fan-driven melt mechanic. Community engagement set the reveal pace in real time.

Riot Games

2023 - 2025

Principal Brand Strategist

- Built League of Legends' brand foundation from scratch. The creative signature, tone framework, and positioning system became the source of truth across developers, publishing, and external partners.
- Scaled the methodology to Teamfight Tactics, 2XKO, and two unannounced R&D projects, building positioning systems specific to each title's player community.

OTHER ENGAGEMENTS

- Xbox. Rebuilt the social voice and content workflow; publishing frameworks across paid, owned, and earned.
- Activision Blizzard. Rebuilt the campaign briefing process so teams shipped clearer creative, faster.
- Wargaming. Holiday Ops with Vinnie Jones cast as a character, not a spokesperson. Renewed a second year, the metric that matters in live service.
- Mars Petcare. Consolidated 10+ sub-brands into a single master-brand architecture.

New York

Strategy Director

2016 - 2020

R/GA

- Ran FutureVision, R/GA's thought leadership and consulting practice. Worked with Nike, Samsung, Google, and Epic Games on brand strategy, cultural research, and positioning.
- Co-led the Samsung × Fortnite campaign for the Galaxy Note 9 launch. Repositioned Samsung as a gaming brand and defined how a CPG-scale company could earn credibility in gaming culture.

