**WHY ROBLOX IS HOT**

* **Established brand:** with the largest user-generated online gaming platform, and over 15M games created by users, ROBLOX is the #1 youth gaming site in the US.
* **Exponential growth:** 9.5M MAUs, up from 3.5M in 2015; 3M new user sign ups per month; 35% year over year revenue growth.
* **High engagement:** over 1.5B page views and 90M hours of engagement each month, more time than is spent on Pinterest, Reddit, or Wikipedia.
* **Strong developer community:** 300K+ developers building sophisticated games, some making over $5K/month.
* **Cool technology:** custom rendering engine, a replication framework, and a custom physics engine capable of simulating articulated bodies as well as collisions; scaled cloud platform supporting 500K requests per second and 260K+ simultaneous users.
* **Exciting technical challenges:** available on PC, Mac, iOS, Android, Amazon Devices and Xbox. Launching soon on VR headsets. When live, ROBLOX will be the largest social VR on the planet.

**THE PROBLEM**

In the 21st Century, there has been a tectonic shift in how the media we consume is created and delivered. Utilizing new forms of technology, companies have empowered aspiring authors, musicians, and videographers to create and publish their own content online. It has now become a reality for anyone in the world to create and upload their own videos, music, or stories to the web. User generated content and media have indeed proliferated into our everyday lives.

The gaming industry, however, has lagged behind its counterparts. Gaming remains a closed shop, and fortresses of development dominate the **landscape. There has been little effort to empower the consumer creatively with the tools to create and publish their own games.**

**THE SOLUTION**

ROBLOX is more than a traditional gaming company. ROBLOX is an imagination platform, creating the ultimate virtual universe that empowers its users and allows them to leverage their own creativity. Providing everyone with the tools, platform, and infrastructure to seamlessly create and publish their own game, ROBLOX is pushing the boundaries of the gaming industry and serving aspiring game developers in a new and exciting way. Just as YouTube has altered how we view digital content and videos, ROBLOX is aiming to make the same impact in the gaming industry.

Using a cloud-based approach to host these user-generated gamed, ROBLOX features physically-simulated, three-dimensional, destructible environments created by the users and for the users. The user-generated content is hosted and published on ROBLOX's platform which has developed into an index of games, a social network of connected gamers simultaneously playing millions of available games, and a virtual catalog for in-game goods and currency.

**IDEAL CANDIDATE:**

* Excels at product execution, able to deliver world-class products from creative inception to reality
* Has a track record of running a disciplined, iterative, and user centric product development process
* Can lead, develop, and retain a world-class product team
* Is willing to be hands on with a product initiative and lead by example
* Able to make key decisions on prioritization that shape higher level ideas into concrete, actionable plans
* Thrives on collaboration and works well cross-functionally