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## [Microsoft to EA: I'll Give You Mine, If You Give Me Yours...](#)

*Swapping executives is the newest trend in the gaming industry*



Xbox Live  
Microsoft

Microsoft and Electronic Arts Inc. (EA) are playing an interesting ballet of swapping gaming executives. In this context, it is clear that there is a close connection between Redmond and Redwood City as top executives oscillate between the two companies. The latest news from Microsoft reveals that John Schappert abandoned his position with EA in order to fatten the ranks of the Redmond company's Interactive Entertainment Business (IEB). At EA, Schappert was executive vice president, but he won't worse off with Microsoft, as the company invented a brand new position, just for him, corporate vice president of LIVE, software and services. At Microsoft, Schappert will have to report to the senior vice president of IEB, Don Mattrick. Both the Xbox 360 and Games for Windows businesses are coordinated by Mattrick. "I am thrilled to have John join the deep bench of proven talent already on Microsoft's Interactive Entertainment Business," Mattrick said. "John's expertise will help us focus on expanding and enriching our market leadership with LIVE in areas like online services while broadening our audience. John will also build on the great work already happening in the developer community working with Chris Satchell and the XNA organization. With these changes, we are dedicated to providing our customers, our partners and our employees with value, quality and high-performing teams." Schappert's new position with Microsoft comes on the heels of the departure of Peter Moore, (Former) Corporate Vice President, Interactive Entertainment Business, Entertainment and Devices Division. Moore transitioned to EA, and was replaced by Mattrick, also from EA. With the Redmond company, Schappert will have the task of leading Xbox LIVE, the online suite of services Microsoft has built on top of the Xbox console. "Xbox LIVE, a business that continues to thrive with more than 7 million members across 25 countries. The online entertainment network offers instant messaging, voice, video and text chat, Xbox LIVE Arcade and hundreds of multiplayer games, free and premium playable game demos, music videos, and TV shows and movies in the United States. Schappert will also oversee Games for Windows - LIVE, XNA and Microsoft Casual Games, which offers more than 400 games via MSN Games, Windows LIVE Messenger, Windows games and Xbox LIVE Arcade," Microsoft added.