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[Take-Two Realigns Sales Team For Next-gen Push](#)

Multiple executive shuffles announced

[Take-Two Interactive](#) has announced a number of internal changes and promotions within its sales team as the publisher prepares for the completion of the current hardware transition. Former director of sales David Gershik has now been promoted to vice president of field sales, and will now be responsible for all of Take-Two's North American field sales. Three new sales directors have been appointed to assume responsibility for national accounts and mass-merchant distribution channels throughout North America, following the promotion of former Canadian sales manager Karin Arnold, former regional sales manager Chris Snyder and former national accounts manager Chris Armstrong. [Take-Two](#) CEO Paul Eibler commented: "We're extremely proud of our entire sales team, and this new sales structure reflects our confidence in the team's abilities to maximize Take-Two's position in the videogames industry". The publisher has implemented the executive shake-up in an effort to best position itself for the move into next-generation console-gaming, and the restructured sales team will be working to secure an extensive, solid retail presence for all of the publisher's forthcoming titles. This also includes current generation games such as the already controversial PS2 title, *Bully*, which has caused a frenzy in the media and in political circles for its alleged content and it has resulted in a number of calls to ban the game, despite it being in the very early stages of development.