

Peter Moore

Peter Moore began his career as a physical education teacher in Llangollen, Wales, in 1977. In 1981, he moved to Long Beach, California, and became Director of Soccer at the International Sports Council. He then took up product marketing posts at Patrick, Reebok, and Sega, serving as President of Sega from 1999 to 2003. He joined Microsoft in 2003 and was Corporate Vice President of the Home and Entertainment Division until 2007. He managed the division's Japanese subsidiary, third-party publisher relationships, global game development, and worldwide marketing and operations for the company's Xbox 360 game console, software, and services.

From 2007 to 2017, Moore worked at Electronic Arts, serving the last six years as Chief Operating Officer and Executive Vice President. From 2017 to 2020, he served as CEO of Liverpool Football Club in Liverpool England. He is currently the owner of Santa Barbara Sky FC, a USL professional soccer club.