

Jon Snoddy

Jon Snoddy spent fifteen years as the head of Walt Disney Imagineering's Research & Development, Technology, and AI studios, where he led a cross-disciplinary mix of artists, scientists, technologists, and engineers, working to invent the next generation of entertainment experiences. Currently the co-founder and CEO of Operative Games, the AI-driven company at the cutting edge of interactive storytelling, Jon has a long history of innovation and top-tier organizational development.

Jon has built world-renowned teams in the US, Europe, and Asia working in Software, Materials Science, Robotics, Artificial Intelligence, Machine Learning, Next Generation Storytelling, Interactive Character Experiences, and Optics. His teams have developed AI-controlled characters who converse, tell stories, and compose & perform music. He holds over 40 patents in a broad range of areas including AI, gameplay systems, and ride systems.

Starting his career as a recording engineer for NPR in Washington, Jon went on to help launch the THX system at Lucasfilm before joining Disney. At Disney, he led ride system development for the Indiana Jones™ Adventure and founded the Disney VR Studio. Jon later left Disney to become a serial entrepreneur, starting multiple companies specializing in interactive, video game, and social media experiences. During this time, he launched Game Works LLC with DreamWorks, Sega, and Universal Studios, led redevelopment projects like Centum City in Pusan, Kr., developed movie theater games with TimePlay Entertainment, and personalized video sharing with Bigstage Entertainment.

After selling BigStage, Jon returned to Walt Disney Imagineering as a Senior Vice President in Research & Development and took over leadership of the group a year later, bringing an AI focus to next-generation robotics, displays, ride systems, animation, and storytelling.

Outside of work he is an avid sailor and is always in the middle of some large fabrication project.