Reginald Fils-Aime

Retired President and Chief Operating Officer

Nintendo of America Inc.

Redmond, WA

Reggie is an award-winning innovator and disrupter who has helped bring the Nintendo DS, the Wii, the Nintendo 3DS, Wii U and the Nintendo Switch to the global marketplace.

Reggie joined Nintendo of America Inc. in December 2003 as Executive Vice President of Sales & Marketing. In May 2006, he was promoted to President and Chief Operating Officer. Fils-Aime ran the day-to-day operations of Nintendo of America, and was responsible for all activities for Nintendo in the United States, Canada and Latin America. In 2016, he was appointed a member of the global Executive Officer committee for Nintendo Co., Ltd. He retired with world-wide acclaim as an executive who loved leading his business and interacting with its employees, business associates and consumers.

Prior to joining Nintendo, Fils-Aime was Senior Vice President of Marketing at VH1, part of the MTV networks. During his tenure at VH1, Fils-Aime engineered the channel’s redirection to young viewers that resulted in an overall 30 percent rating growth, and he created and executed the marketing plans for The Concert for New York City, which raised more than $35 million for disaster relief in the wake of the Sept 11, 2001 attacks.

A graduate of Cornell University, Fils-Aime began his career at Procter & Gamble. He would later bring his innovative and creative problem-solving skills to the restaurant and beverage industries. He also worked in private equity for a global durable goods initiative.

Beyond his business success, Reggie believes in a principled approach when addressing challenges and opportunities. Creative and non-linear thinking are common elements to his biggest business and personal accomplishments.