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**Julie Machock**

Vice President, HR Operations and Effectiveness

Activision

**Julie Machock** is Vice President, HR Operations and Effectiveness for Activision Blizzard, headquartered in Santa Monica, CA, the world's largest interactive gaming company, which sits at the vibrant intersection of media, technology, and entertainment. After ten years in Deloitte’s Human Capital practice, Julie joined the Activision Blizzard HR team in 2009 to help build out the HR Technology and Shared Services Organizations. In her almost 8 years at Activision Blizzard she has steadily taken on new challenges and today oversees HR Technology, Talent Analytics, HR Shared Services, and Talent and Organizational Effectiveness. In her spare time Julie enjoys trying to keep up with her 6 year old son, playing Farm Heroes and reading a good book.