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founded in 1991, Epic Games is a leading interactive entertainment company and provider of 3D engine technology. Epic operates Fortnite, one of the world's largest games with over 350 million accounts and 2.5 billion friend connections. Epic also develops Unreal Engine, which powers the world's leading games and is adopted across industries such as film and television, architecture, automotive, manufacturing, and simulation. Through Unreal Engine, Epic Games Store, and Epic Online Services, Epic provides an end-to-end digital ecosystem for developers and creators to build, distribute, and operate games and other content. Epic has over 40 offices worldwide with headquarters in Cary, North Carolina. Primary Get directions Get directions Get directions Get directions Get directions Get directions Get directions Get directions Get directions Get directions Get directions Get directions Get directions Get directions Get directions Get directions Get directions Share — copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt — remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms.

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The entire content of this story is available exclusively to Business Insider subscribers. Become an Insider and start reading now. You can link your Epic Games account to your Xbox Live account so that the two gaming accounts are associated with each other. You can't access your Epic Games account directly on your Xbox system, but you can still link your account on the Epic Games website. Many gamers prefer to link their various gaming accounts across different systems so that other gamers can find them easily, which is especially helpful for online play. You can link your Epic Games account to your Xbox Live account as well. Xbox doesn't currently have an app for Epic Games, but you can still link the two accounts - you'll just have to do so using the desktop website instead of your Xbox console. How to link Epic Games account to Xbox 1. On a computer, go to the Epic Games website and sign in to your account. 2. Once you're signed in, hover your cursor over your username in the upper right corner of the screen. When the dropdown menu appears, click "Account." Click "Account" in the dropdown menu under your username. Chrissy Montelli/Business Insider 3. In the list on the left side of the screen, click on "Connections." Click "Connections" from the menu on the left. Chrissy Montelli/Business Insider 4. Under the Connections header, click the "Accounts" tab. Click the "Accounts" tab. Chrissy Montelli/Business Insider 5. Scroll down to the Xbox logo and click the blue "Connect" button located underneath it. Click "Connect" in the Xbox tile. Chrissy Montelli/Business Insider 6. Click "Link account." If you are prompted to sign in to your Xbox Live account, do so and follow the steps on the screen to complete the process. Click "Link Account." Chrissy Montelli/Business Insider 7. When you return to the Accounts tab on the Connections screen, the button beneath the Xbox logo should now be gray instead of blue and display the word "Disconnect." This is how you can confirm that you have successfully linked your Xbox Live account to your Epic Games account. The box will now say "Disconnected," indicating that your accounts have been connected. Chrissy Montelli/Business Insider Related coverage from Tech Reference: Insider Inc. receives a commission when you buy through our links. Corporate title: The title "Chief Creative Officer" (CCO) typically describes the highest-ranking position of a creative team within a media organization, overseeing all creative aspects of a brand's marketing efforts. From 2015 to 2018, Jessica Alba was the CCO at The Honest Company, a baby and children's goods retailer. She oversaw the company's branding, advertising, and product development. Her responsibilities included managing a large team of creatives and ensuring that the company's messaging and visual identity were consistent across all touchpoints. The CCO role often involves close collaboration with other departments, such as sales, operations, and finance, to ensure that the creative strategy aligns with the overall business goals. The CCO is responsible for developing and implementing the company's creative vision, which includes creating compelling campaigns, products, and services that resonate with the target audience. They also oversee the production and distribution of all creative assets, ensuring that they meet the highest standards of quality and consistency. The CCO plays a crucial role in shaping the company's brand identity and driving its growth through innovative marketing strategies. Source: "Chief creative officer" - news - newspapers - books - scholar - JSTOR (January 2021) [Learn how and when to remove this message] The CCO directs a company's creative strategy and output that drives and defines a company's brand.[1] A CCO is often heavily involved in development cycles for consumer-facing media products, such as films, TV, or videogames. The CCO helps to craft creative decision-making and work processes to optimize for quality and consumer satisfaction. They may also serve as the primary internal champion for the needs of both creative teams and the products themselves, as opposed to other competing business interests.[2]

Riccardo Tisci of Burberry[3] Raf Simons of Calvin Klein[4] Jennifer Lee of Walt Disney Animation Studios[5] Kevin Feige of Marvel Entertainment[6] Pete Dinklage of Pixar[5] (after Lasseter left in 2017) Matthew Merer of Critical Role[7] Jessica Alba of The Honest Company[8] Burnie Burns of Rooster Teeth Productions[9] Nick Cannon of Radio Shack[10] Hugh Hefner of Playboy Enterprises[11] Alan Horn of Walt Disney Studios[12] Jim Lee of DC Entertainment[13] Will.I.am of 3D Systems[14] Sarah Michelle Gellar of Foodstirs![15][16] Wong Cho-lam of TVB[17] Roberto Aguirre-Sacasa of Archie Comics[18][19] Jens Peter Bergsten of Mojang Studios (developer of Minecraft)[20] Clive Davis of Sony Music Entertainment[21] Seth MacFarlane of Fuzzy Door Productions Tony Khan of All Elite Wrestling Jeremy Elbertson of Offbrand[22] "Chapter 6 How Does the Chief Creative Officer (CCO) Contribute to the Bottom Line? Executive Fashion, De Gruyter, pp. 45-51, 2025-02-03; doi:10.1593/78311150106060, ISBN 978-3-11-061550-6, Retrieved 2025-06-12. "The Chief Creative Officer (CCO) is the person responsible for overseeing all creative aspects of a company's marketing and branding efforts. They are responsible for developing and implementing the company's creative strategy, which includes creating compelling campaigns, products, and services that resonate with the target audience. The CCO plays a crucial role in shaping the company's brand identity and driving its growth through innovative marketing strategies. Source: "The Chief Creative Officer (CCO) is the person responsible for overseeing all creative aspects of a company's marketing and branding efforts. They are responsible for developing and implementing the company's creative strategy, which includes creating compelling campaigns, products, and services that resonate with the target audience. 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