

Black Gurus in The Game

Written by Jacqueline Lawson
Thursday, 09 February 2012 09:22



Anthony Castoro

Heatwave Interactive

Anthony Castoro started his first gaming company in 1993 while studying molecular biology at the University of Texas. That venture didn't last, and while he went on to do award-winning work with major industry players, the desire to strike out on his own persisted. In 2007 Castoro co-founded Heatwave Interactive with Donn McClendon. As CEO he oversees the development of a portfolio with film and music industry credentials. Samuel L. Jackson lent his voice to iSamJackson, an app capitalizing on the beauty of a few choice words. With Platinum Life, members can experience the false starts and glory of fame by playing the part of their favorite recording artists. Initially released with a hip hop and R&B catalogue, a country music version with MTV backing has recently gone live on Facebook.

