

Arthur I. Pober, Ed. D.

Dr. Pober is Executive Director of the Entertainment Software Rating Board (ESRB). The ESRB is the rating board established by the Interactive Digital Software Association (IDSA) to provide parents and other consumers information necessary to make informed purchases of interactive entertainment software.

Prior to establishing the ESRB, Dr. Pober was Vice President and Director of the Children's Advertising Review Unit (CARU, the self regulatory arm of the children's advertising industry), for the Council for Better Business Bureaus. CARU was established in 1974 to promote truthful and accurate advertising, which is targeted at children.

Dr. Pober has enjoyed a long career in the field of education, having held positions such as Principal of Hunter College Elementary School, Director of Special Programs for the Board of Education for the City of New York, and Director of Gifted and Talented Education for New York City among others.

He has worked extensively in the public and private sectors to create and develop programs and learning materials for children, and has lectured throughout the world on topics ranging from education, intelligence training and arts education. He currently serves on the advisory boards of the Jewish Museum, Child Magazine and the new ABC television show "Science Court".

He received his doctorate in Educational Psychology and Organizational Development from Yeshiva University.