



Green Man Gaming appoints digital marketing and retail guru Paul Turner as new Performance Marketing EVP

London, UK 29 August 2017 - [Green Man Gaming](#) has today announced the appointment of Paul Turner as the new Executive Vice President of Performance Marketing. Paul's strong background in digital marketing strategy and innovation working within the digital retail and online gambling industries for brands such as QVC and Sporting Index will play a big role in Green Man Gaming's drive to ramp up its digital marketing campaigns internationally as it expands its localised websites to new regions.

As the EVP of Performance Marketing, Paul is responsible for driving traffic internationally to Green Man Gaming's store and delivering revenue through paid media channels, SEO, email, content and design as well as managing merchandising.

Before taking up his role at Green Man Gaming, Paul was the Marketing Director and Head of Sporting Index, one of the world's leading online sports gambling sites, where he completely overhauled the company's marketing strategy, rebranded the business and successfully launched their mobile site. He also spent almost nine years at QVC building up their digital marketing programme from scratch and was instrumental in driving some record breaking results for the company. His early career saw him build up his knowledge and skills in digital marketing by working agency-side for clients such as Canon, Time Out and Piaggio.

"Paul's 15 years' experience at the forefront of digital marketing innovation working in forward thinking industries including online gambling and digital retail is a highly valuable addition to our Executive team as we ramp up our internationalisation plans. Green Man Gaming is a challenger brand that is expanding its local presence internationally and Paul's ROI-driven marketing strategy combined with his passion for keeping the customer at the heart of everything he does will help us achieve our goals," said Paul Sulyok, CEO and Founder of Green Man Gaming.

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[Download](#) Paul Turner photo (Dropbox)

Notes to Editors

About Green Man Gaming

Green Man Gaming is a global technology company at the heart of the video games industry.

Greenmangaming.com is an eCommerce store and community offering over 8,500 digital multi-platform games from 550 publishers to gamers in 195 countries in combination with the latest game insights and information. Millions of gamers worldwide have access to a single destination that allows them to discuss, discover and share all things gaming within a highly engaged community. This includes game data tracking, reviews as well as expert insights available on Green Man Gaming's game hubs, blog and newsroom.

[Green Man Gaming Publishing](#) works with independent development studios globally to market their own games and increase the visibility of games in a challenging marketplace. The industry expertise and knowledge of the publishing team provide developers with hands on and collaborative support that includes in-depth market analysis, integrated Marketing and PR campaigns, finishing finance options and global retail strategy.

Leveraging its patented technology, Green Man Gaming also partners with game publishers and leading hardware manufacturers to support their marketing initiatives. Announced at CES 2017, Green Man Gaming's digital storefront is currently being made available on millions of Lenovo laptops worldwide through the Lenovo Entertainment Hub. Green Man Gaming has also partnered with Intel® to build and manage their software distribution hub which offers digital games to over 1,000 hardware partners as part of the Intel® Partner Program.

Green Man Gaming has been recognised by leading bodies in the video gaming, business and technology sectors with over 30 awards received since it was launched in 2010.

www.greenmangaming.com