



Sam Bennett joins Green Man Gaming as EVP to lead new Customer Experience department

London, UK, 30 March 2017 - [Green Man Gaming](#), a global e-commerce technology company in the video games industry, today announced the appointment of Sam Bennett as EVP of Customer Experience and Communications. Sam brings his extensive experience of managing and engaging communities as well as customer relationships globally at top gaming brands including EA, Sony and Activision to lead up the newly formed team. The new department covers Community Management, Customer Support, PR, Communications, Influencer Engagement, Content and Social Media.

Sam's deep understanding of the gaming community and vast experience of running successful engagement strategies in a digital landscape will play a key role in helping the business improve the way it connects and informs its customers and partners. His multi-faceted skill set and experience will help to lead a team that aims to deliver "best in class" customer experience and a highly engaging and informative environment for Green Man Gaming store and community users.

Sam has held senior Community Management and Customer Relationship positions at leading global game publishers including EA, Activision and Sony Computer Entertainment Europe in the past. His deep understanding and knowledge of the gaming industry has been driven by his passion for games and hands-on experience of working on key titles including Call of Duty Elite, LittleBigPlanet and the FIFA franchise. Before joining Green Man Gaming, his role as Community Director at Edge Case Games saw him successfully drive positive



engagement for the game "Fractured Space" as it moved from paid Early Access into Free to Play.

"Sam's deep understanding of the gaming community globally and experience of successfully improving customer engagement is highly valuable to Green Man Gaming as we grow our newly launched Green Man Gaming Community. As a passionate gamer who understands our audience and a well-respected community expert in the industry, we look forward to working with Sam to make sure we put our customers first at all times," says Paul Sulyok, CEO and Founder of Green Man Gaming.

#END#

Notes to Editor

For more information, please contact:

Suraya Adnan-Ariffin, Head of PR and Communications, Green Man Gaming

E: suraya.adnan@greenmangaming.com

T: 0207 135 2274

Download [Sam Bennett photo](#) (Dropbox)

About Green Man Gaming

Green Man Gaming is a global e-commerce technology company in the video games industry and the first choice for millions of gamers around the world.

We offer a wide range of digital games that our customers can play on their favourite platforms including PC, Mac, Sony Playstation and Nintendo. Working directly with over 500 publishers, developers and distributors, we offer gamers in 190 countries a large catalogue of multi-platform games at competitive prices. Green Man Gaming is an official distributor of Sony PS4, Nintendo, Steam, Uplay, Rockstar Social Club and many more PC platform products.

Green Man Gaming's Publishing arm works with developers to help publish and market their own games, supporting them every step of the way. Our vibrant online community also connects gamers and rewards them for in-game activity. This gameplay data allows us to further improve the overall gaming experience.



Our passion for games and strong community platform provides gamers with the ultimate multi-platform destination to shop, connect and get the best insights online.

www.greenmangaming.com