



Green Man Gaming appoints Murray Beckett as new EVP of Marketing

London, UK, 14 September 2016 - Green Man Gaming, a global e-commerce technology company in the video games industry, today announced the appointment of Murray Beckett as the new Executive Vice President of Marketing. Murray's deep understanding and expertise in digital marketing within retail and eCommerce will play a major role in helping to drive continued international expansion for the business as it rolls out its new combined store and community platform.

Prior to joining Green Man Gaming, Murray held senior online marketing positions at leading retail multinationals including Marks and Spencers, British Airways and Nike, successfully driving customer acquisition and engagement KPI's including website traffic as well as overall revenue growth. Murray's agency experience at OgilvyOne Worldwide and Liquorice Ltd. includes working with clients such as American Express, Johnson and Johnson and BSKyB. From an entrepreneurial perspective, Murray was co-founder of a health and wellness start up which ended positively when it was sold to a publicly listed leisure software provider.

"Murray's global online eCommerce expertise with some of the most forward thinking customer facing brands will allow us to accelerate Green Man Gaming's Award-winning growth as a technology company. With his proven skill, drive and entrepreneurial determination, Murray is going to push Green Man Gaming's marketing into overdrive for our publishing partners and global gamers," says Paul Sulyok, CEO and Founder of Green Man Gaming.



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Notes to Editors

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

We offer a wide range of games from AAA to indie titles across multiple platforms in 185 countries worldwide. We work with over 450 publishers, developers and distributors to offer our customers a wide range of games at competitive prices. Green Man Gaming also help developers publish their own games and bring them to market, supporting them every step of the way.

Our passion for games and strong community platform provide gamers with access to the latest insights, reviews and updates from the gaming industry. 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 objective is to help gamers to connect, play and enjoy immersive gaming experiences.

www.greenmangaming.com