



## **Video game industry veteran Ian McGregor joins Green Man Gaming as Chief Marketing Officer**

**London, UK 17 November 2017** - Green Man Gaming announces the appointment of Ian McGregor as Chief Marketing Officer (CMO), with effect from 1 December. A veteran of the video game industry, Ian has held senior leadership roles at top game publishing brands including EA and Activision, heading up International Marketing for best-selling game franchises such as FIFA, Call of Duty and The Sims. Ian's extensive industry experience, coupled with his passion for gaming and business, will play a key role in taking Green Man Gaming's brand to the next level globally.

As Chief Marketing Officer, Ian will be responsible for building and transforming Green Man Gaming's brand internationally, as well as the company's marketing and customer experience activities. Building on the outstanding work of the team to date, Ian will focus on expanding Green Man Gaming's marketing initiatives internationally as the business continues to drive rapid growth in new markets. He will also work with his team to innovate and deliver a strong value proposition to all Green Man Gaming's stakeholders, including its customers, partners and the wider gaming community.

Ian was previously Head of International Consumer Marketing at both EA and Activision, where he worked on over 80 game titles and led innovative marketing campaigns such as the launch of FIFA Interactive World Cup, the largest online gaming tournament in the World, that grew significant market share and achieved global record-breaking launches. He also led a number of high profile accounts at Publicis London across the technology and entertainment sectors and headed up the British Army account. Before joining Green Man Gaming, Ian worked with several Technology and eCommerce early stage start ups, helping to drive fast growth and revenue.



“We are very excited to have Ian join the senior management team at a time when we are looking to take Green Man Gaming’s brand and marketing activities to the next level, as we continue expanding the business internationally. Ian’s extensive industry experience at top game publishers, innovative marketing mind-set and ability to bring different teams together to deliver impactful results is critical for us to achieve our aggressive targets to continue our fast growth,” said **Paul Sulyok, CEO and Founder of Green Man Gaming.**

“I have closely followed Green Man Gaming’s remarkable journey over the years as it has grown to become a critical part of the gaming ecosystem. This is the perfect time for me to join the business, as it seeks to accelerate growth, build market share and deliver more products and services to its growing customer base. The passion I have for video games is shared by everyone in the Green Man Gaming team, and I look forward to working with all of them to plan for the future as the business expands and grows at fast pace,” **said Ian McGregor.**

**#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](mailto:suraya.adnan@greenmangaming.com)

T: 0207 135 2274

[Download](#) Ian McGregor photo (Dropbox)

### **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 platform offering millions of gamers a single destination for all things gaming. With customers in 195 countries, the store stocks a wide catalogue of multi-platform digital games at the best prices and provides the latest game data tracking, reviews and discussions on its [community](#).



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 hundreds of hardware partners as part of the Intel® Technology Provider Gold and Platinum Partners 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. The company was featured in London Stock Exchange Group's 1,000 Companies to Inspire 2017 list and ranked in The Sunday Times 2016 Tech Track 100 celebrating the UK's fastest growing companies. It was also one of 25 companies named as part of Tech City UK's first Future Fifty programme, recognising and supporting fast growth digital technology businesses in the UK.

[www.greenmangaming.com](http://www.greenmangaming.com)