

Hi, I'm Philipp Karstaedt.

My mom always told me to do my homework instead of playing Team Fortress Classic with friends from all around the world. "Video games won't feed your family when you're a grown-up", she said.

Today, I've been in the gaming industry for 13 years on both the publishing and development side; operating and releasing games; building a game studio for a multinational corporation and founding one myself. And a family, too.

Experience

Legendary Play GmbH, Berlin, Germany

COO & CO-FOUNDER / MD

October 2017 - today

Legendary Play combines GaaS and upcoming web3 trends to shape the future of gaming around the "play and own" principle. Our games merge established mobile game genres on mobile with a focus on the esports audience. The first game, RIVALS Esports MOBA Manager, is globally live on iOS and GP with a second game in development.

- Establishing and championing company vision, mission and values of excellence and accountability within a rapidly growing start-up.
- Driving company and product growth strategy, structure and plans.
- Building a self-publishing developer following established best practices from mobile games publishing around growth and monetization.
- Product / production leadership and visionkeeping for innovative mid-core mobile game franchises.
- Leading the "internal publishing functions" Live Operations, Marketing, Localization, Community Management and Customer Support.
- Leading all partnerships with Esports teams, organizations, personalities and brands.
- Driving investor relations through Seed, Series A and token financing rounds.

GREE Germany GmbH, Berlin, Germany

GENERAL MANAGER, EUROPE

July 2015 - June 2017

Representative of GREE Inc. in Europe. Founded and grew the Berlin office with overall leadership of the P&L and live operations, marketing, game launches and localization for European markets.

- I was responsible for European revenue targets (FIGS+TR&RU, always met or exceeded) and overall Berlin office P&L.
- Created a strong company culture by establishing company values, implementing OKR framework, and driving employee satisfaction through transparency and regular 360s, 1:1s, and surveys.
- Transferred, launched and operated three midcore f2p mobile games
- Participated in strategic and M&A initiatives with the corporate leadership team across western markets.
- Identified and pursued high-potential licensing and publishing opportunities within the EU to integrate into GREE's games portfolio.



CONTACT

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STRENGTHS

- Empathetic Leadership
- Combining big picture thinking with an appreciation for details
- Focussing on long-term growth
- Creating relationships
- Insatiable curiosity & joy for elegant solutions

EDUCATION

2004-2009

Diplom (Master), Business Studies

Freie Universität Berlin

2009

Strategic Management, Erasmus

Vrije Universiteit Brussel

LANGUAGES

German Native

Italian Native

English Fluent

Spanish Basic

French Basic

Experience, Continued

Fyber Media GmbH, Berlin, Germany & San Francisco, CA

SENIOR PRODUCT MANAGER

September 2014 – July 2015

Led the product side for tomorrow's User Acquisition and Ad Monetization solution for mobile game developers. Created and implemented the global product strategy and development roadmap, with focus on big data supported user quality optimization. Led cross-office knowledge diffusion and process improvement projects between the Berlin and SF Fyber offices.

Aeria Games Europe GmbH, Berlin, Germany & Santa Clara, CA

RELEASE MANAGER

August 2011 – February 2014

Launched free-to-play MMORPGs, FPSs, and strategy games in several territories. Built product teams and managed developer communications, technical integration and launch marketing of new games across offices.

- Planned quarterly launch schedules with developers and C-level management and successfully met release deadlines for game launches.
- Build successful cross-office relationships and processes for game launches between the Berlin, Germany office and the Santa Clara-based Aeria Games HQ, regularly commuting.
- Led a small team of project managers to assemble, supervise and coordinate internal product, marketing and tech teams for f2p mobile, browser and client game release projects.
- Analysed past market performance and KPIs and optimize monetization and retention mechanisms for newly released games with product managers, coaching them in internal best practices.
- Led, consulted and mentored teams and individuals involved in introducing new products, technologies and analytics tools.

Aeria Games Europe GmbH, Berlin, Germany

ASSOCIATE PRODUCER

March 2010 – January 2012

Launched, monetized & managed the operations of a f2p client MMORPG, optimizing & implementing processes and negotiating billing/marketing partnerships with external partners and suppliers.

- Launched and managed the operations of *Shaiya* in Italy.
- Planned sales strategies and met monthly revenue targets by analysing buyer behaviour KPIs for retention, engagement and monetization.
- Implemented sales promotions, led the game's customer support team and managed developer communications to insure implementation of new monetization features and content.

ORGANIZATIONS

May 2009 – May 2010

European Liberal Students Network

SPOKESPERSON OF THE BOARD

May 2009 – May 2010

LHG (Liberale Hochschulgruppen)

INTERNATIONAL OFFICER

HOBBIES

- Nerding out around ML, 3D printing and smart home.
- Playing Rocket League.
- Reading books.
- Playing squash & golf, riding horses, and motorcycling.
- Making furniture.

REFERENCES

KEITH KAWAHATA

*f. VP Product @ GREE Inc.,
Head of Mobile @ Wargaming,
Head of Games @ AppLovin
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STEFAN BEHRENS

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Philipp J. Karstaedt