

The Top 30 Leaders in Mobile Gaming

European Edition

2024

Introduction

Following the success of our 2023 report into the Top 30 Leaders in Mobile Games we are delighted to present our 2024 version.

We have deliberately not attempted to rank the leaders in terms of influence as this is too subjective and challenging to measure. We haven't included leaders based in the US or Asia.

No list is perfect, and there are undoubtedly many more leaders within the sector who deserve recognition in future editions.

This year's list includes a mixture of high-profile CEOs and some of the rising stars within the European mobile games industry.

Peter Franks
Founder Neon River



About Neon River

Neon River is a headhunting firm that specializes in working with mobile games clients around the world.

If we can help you in the future – don't hesitate to reach out us

hello@neonriver.com



ILKKA PAANANEN

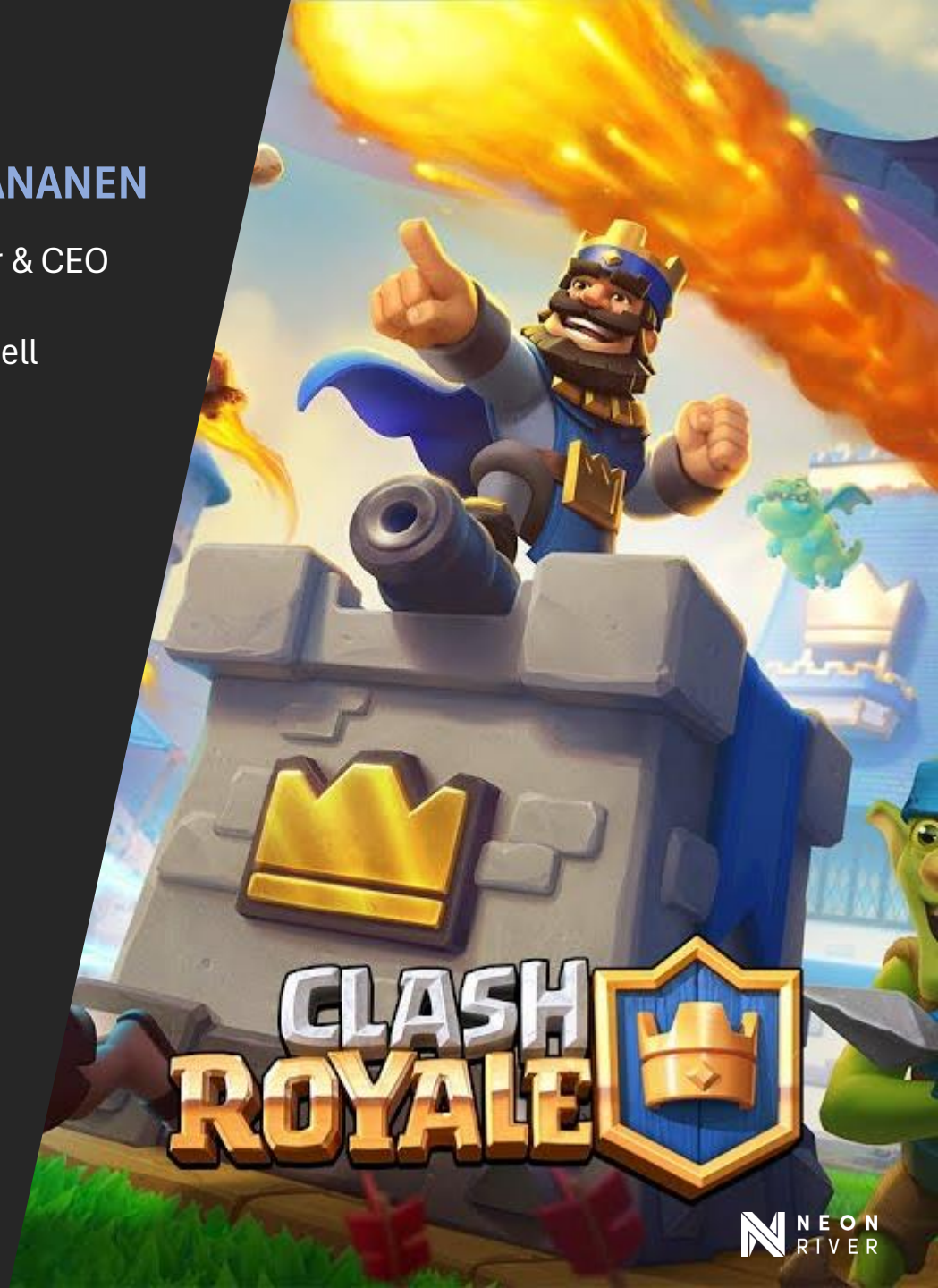
Co-Founder & CEO

Supercell

Alongside King, Supercell has been perhaps the greatest success story for mobile games companies in Europe. Truly a global market leader, Supercell has experienced big hits with titles such as *Clash of Clans*, *Clash Royale*, *Hay Day* and *Brawl Stars*.

In 2016, Tencent acquired an 81.4% majority stake in Supercell, valuing the company at over \$10bn. Supercell has also made strategic investments in other mobile games companies such as Space Ape Games, Trailmix and Metacore.

Paananen was previously President of Digital Chocolate – an early pioneer of the social games sector.





TJODOLF SOMMESTAD

President
King

Tjodolf has been with King since the company's very early days in mobile gaming. Initially responsible for King's skill games, Tjodolf became responsible for King's influential *Candy Crush* series of games in 2014.

Tjodolf became Chief Development Officer responsible for development across King's studios before becoming President in 2022. During Tjodolf's tenure, King has grown to become one of the most successful mobile games companies in the world, and has completed a successful NYSE IPO and trade sale to Activision Blizzard.

In 2023, Activision Blizzard was acquired by Microsoft in a huge \$68.7bn.





ROB SMALL

Founder and President

Miniclip

Rob Small founded Miniclip back in the year 2000. Before the advent of smartphones, the company offered a broad range of games on its own website, before very successfully pivoting into the mobile games sector.

Miniclip is best known for its multiplayer sports themed games like *8 Ball Pool* and *Football Strike*. In 2015, Tencent acquired a majority stake in Miniclip, and the company has grown to become one of the leading players in the industry, and has recently acquired Sybo, makers of *Subway Surfers* as well as puzzle game maker *Easybrain* for a reported \$1.2bn.

Rob was CEO of Miniclip until 2020, before moving into the role of President.





DANIEL NATHAN

Founder & CEO

Homa Games

Daniel Nathan founded Homa Games in Paris with Olivier Le Bas in 2018. Homa focuses on developing and publishing hyper casual and idle games, and is best known for titles such as *Merge Master* and *Attack Hole*. They also offer automation and optimization services for indie mobile game studios.

In 2022, the company raised a \$100m Series B funding round led by Quadrille Capital and Headline. In 2023, Homa reached 1.5bn downloads across its whole game catalogue.

Nathan is a serial entrepreneur who founded mobile advertisement technology companies DataLift and BidMotion prior to founding Homa Games.





CAROLIN KRENZER

CEO & Co-Founder

Trailmix Games

Carolin co-founded Trailmix Games back in 2017 with Tristan Clark, with a focus on creating positive, long-lasting mobile games. The company is best known for its hit game *Love and Pies* where players can merge ingredients and build their own café.

In 2022, mobile gaming powerhouse Supercell acquired a majority stake in Trailmix, enabling further growth for the business.

Krenzer is highly experienced in the mobile games sector having previously worked for King for five years, founding their London development studio.





NAI CHANG

Managing Director

Wooga

Nai has been the Managing Director of Wooga since 2020 and has over more than 10 years of experience in the mobile games industry. Before joining Wooga, Nai served as Global Head of Games – Growth Consulting at Google in London and previously led product teams at Playtika and Zynga.

Headquartered in Berlin, Wooga specializes in story-driven casual games. Its hit title, *June's Journey*, reached \$1bn in lifetime gross revenue in 2023.

In 2018, Wooga was acquired by Playtika, and has become one of the leading mobile games companies in Europe.





JAKE BALES

Senior Vice President
Stumble Guys

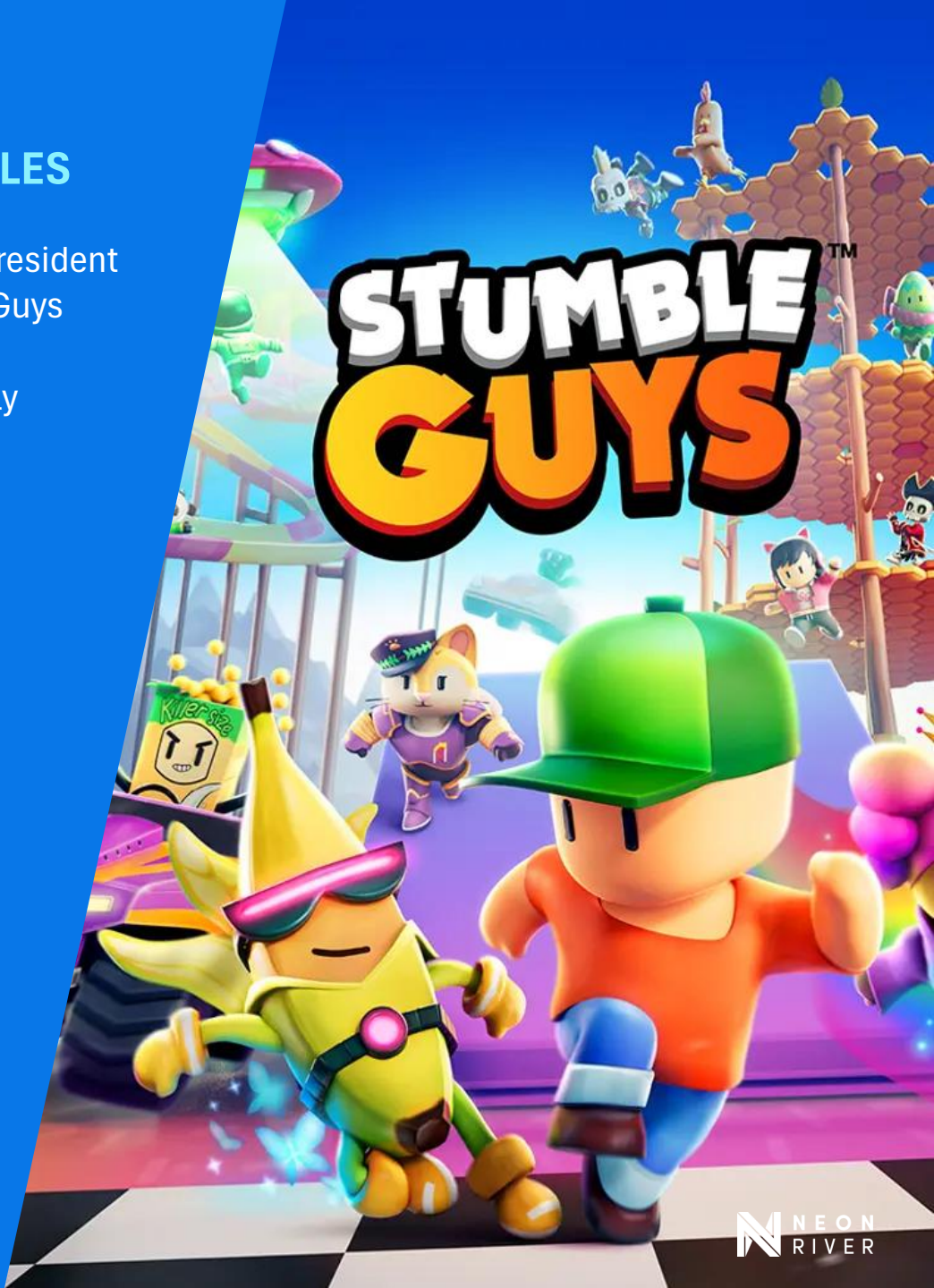
Scopely

Jake Bales joined Scopely in 2014 as Director of Game Design. He was promoted to become a GM within Scopely and then to become Senior Vice President of *Stumble Guys* in 2023, one of the most popular mobile games in the world. In his early career Jake worked in game design oriented roles at Storm8 and Blizzard.

Scopely is a mobile game developer and publisher headquartered in California. The company is also the developer and publisher of smash hit *Monopoly Go!*, which has generated more than \$2bn in revenues since its launch in 2023.

In 2023, Savvy Games Group bought Scopely for \$4.9bn.

Jake is currently based in Barcelona, Spain.





ALEXANDRE YAZDI

CEO

Voodoo.io

Alexandre Yazdi co-founded Voodoo in 2013 with Laurent Ritter, and has grown the business to become one of the pioneers of the hyper-casual genre within mobile gaming and since diversified in other segments (casual, hybrid casual, consumer apps).

Some of Voodoo's biggest big hits include *Helix Jump* and *Mob Control*. The company has raised minority funding from Goldman Sachs (2018), Tencent (2020) and most recently Groupe Bruxelles Lambert (2021), valuing the business at over \$2bn.

Voodoo's apps have been downloaded over 7bn times. Voodoo has grown from a small studio in Paris to a team of over 800 people





ALEXIS BONTE

Group President & Interim CEO

Stillfront Group

Alexis Bonte is Group President and Interim CEO of Stillfront Group. Alexis joined Stillfront in 2019 as Group COO and became Group President in 2024. Alexis is a co-founder and CEO of eRepublik Labs which he sold to Stillfront in 2017.

Stillfront has been highly acquisitive within the mobile games industry. Notable acquisitions include Goodgame Studios for €270m, Storm8 for \$400m and Nanobit for \$100m.

The company is listed on the Swedish stock exchange and 2023 revenues of €608m and adjusted EBITDA of €225m. The company employs around 1,300 people around the world, making it one of the biggest mobile games groups in Europe.





ALEXANDRE DE ROCHFORT

Group CEO

Gameloft

Alexandre de Rochefort joined Gameloft shortly after it was founded in 2000. He spent over twenty years as CFO of the business before being promoted to CEO in 2023. He has been instrumental in building Gameloft into one of the biggest mobile games companies in Europe.

Gameloft is a French game company with eighteen studios around the world. The company was bought by French media conglomerate Vivendi in 2016. It is best known for games such as *Asphalt*, *March of Empires* and *Disney Magic Kingdoms*. The *Asphalt* series started in 2004, and the latest in the main series is *Asphalt Legends Unite*, released in 2024.





SAAD CHOUDRI

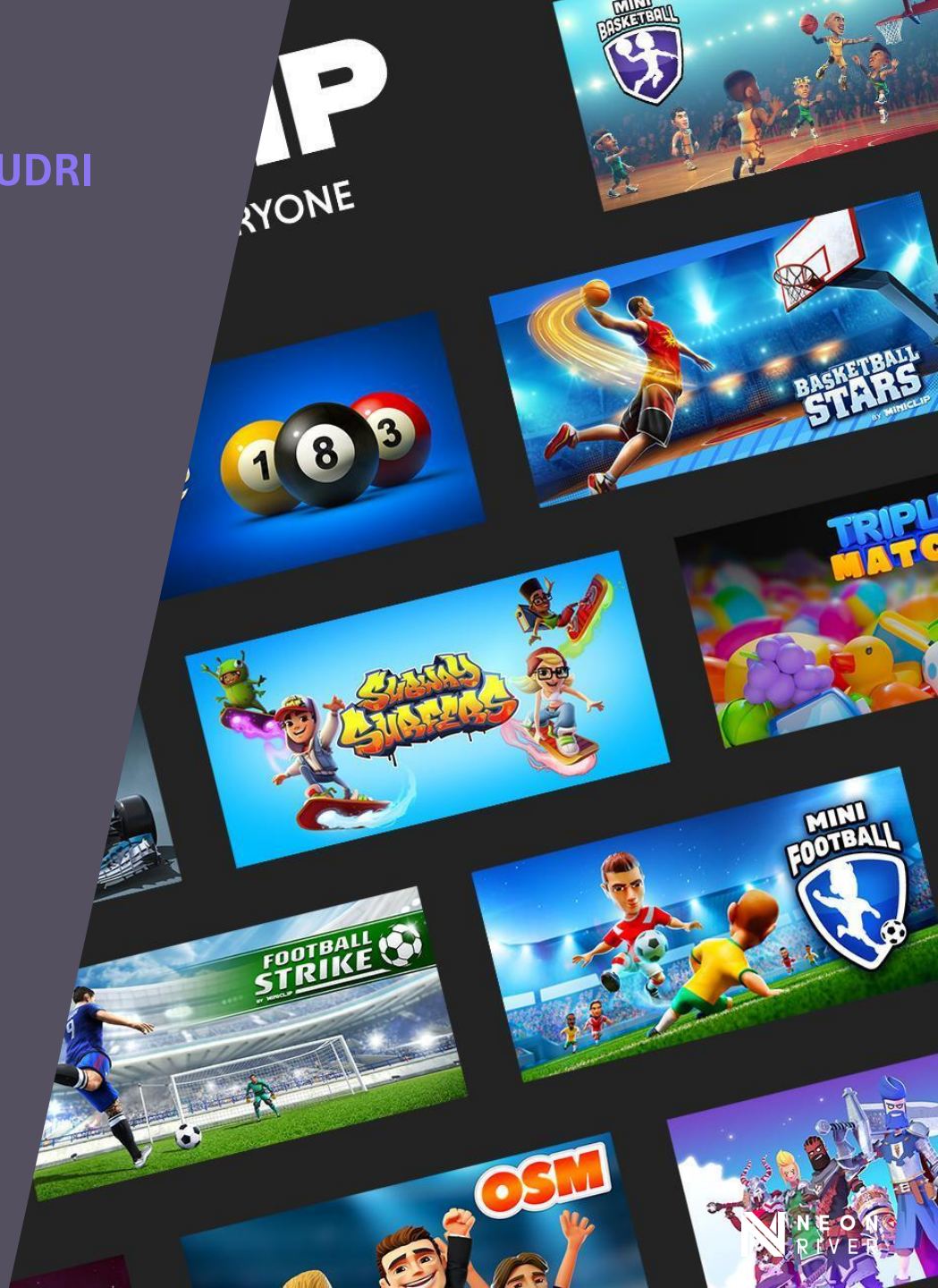
CEO

Miniclip

Saad has been a key figure within Miniclip since 2011, working closely with founder Rob Small. Holding various executive positions Saad was instrumental in Miniclip's strategic initiatives such as building the M&A functions, third party developer relations and sourcing games for Miniclip to publish.

In 2021, Saad was promoted to become CEO of the company shepherding the launches of new hit games like Triple Match 3D as well as pulling off the acquisitions of Sybo (*Subway Surfers*) and the blockbuster deal of Easybrain; he has also overseen Miniclip's move into PC/Console with the acquisition of FuturLab best known for *Power Wash Simulator*.

Saad holds a degree in Law from the University of London.





ALVARO DUARTE

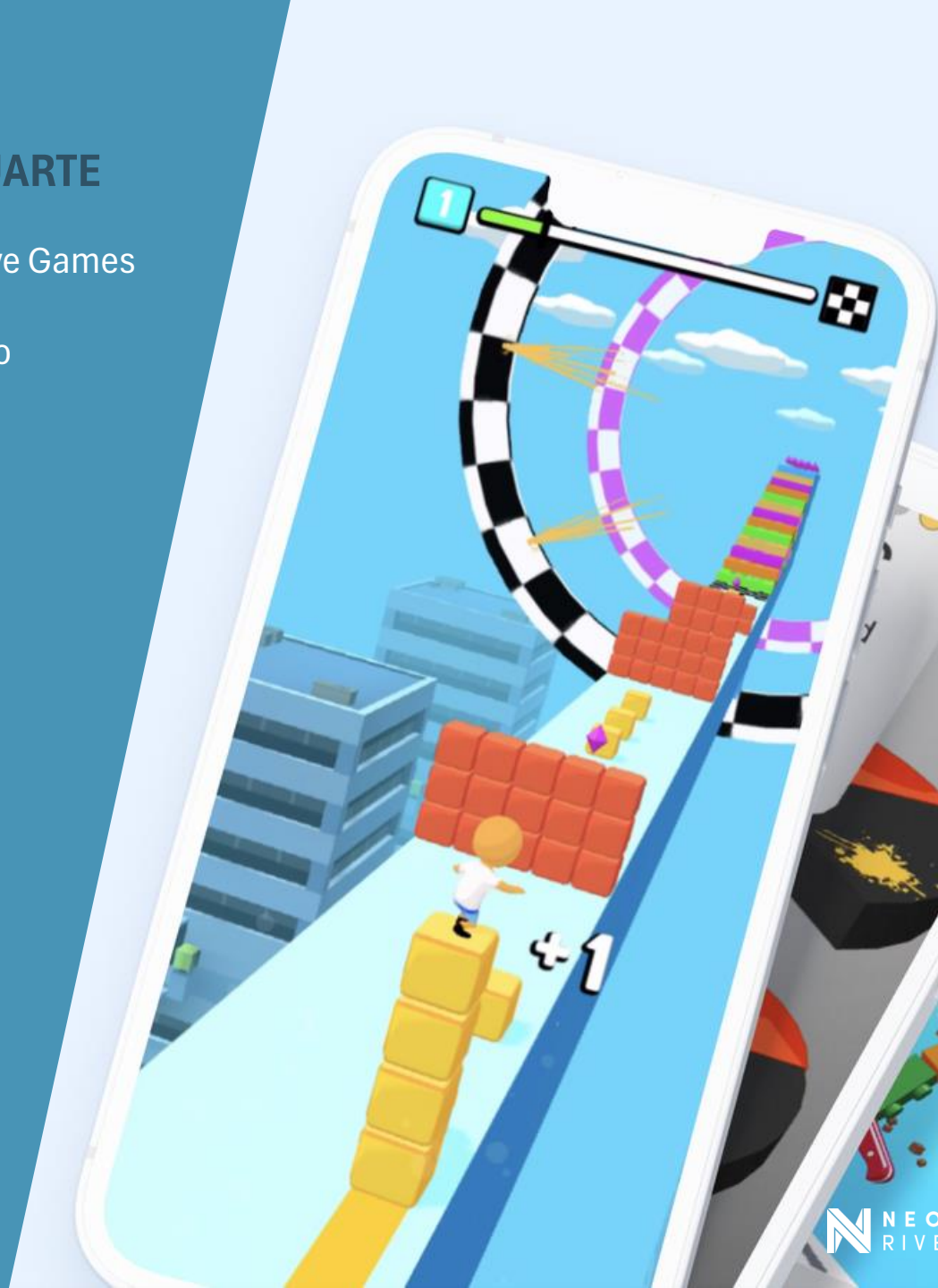
Vice President Live Games

Voodoo.io

Over the last 15 years, Alvaro Duarte has forged an impressive career within the mobile games industry. He is currently responsible for leading mobile games publisher Voodoo's live games portfolio.

Previously, Duarte was in charge of King's games studio in Barcelona. He also spent over six years with Gameloft, building their studios in Asia, managing studios in Japan, Korea and New Zealand.

Duarte's deep experience of building hit mobile games has made him one of the most influential product-oriented leaders in the industry.





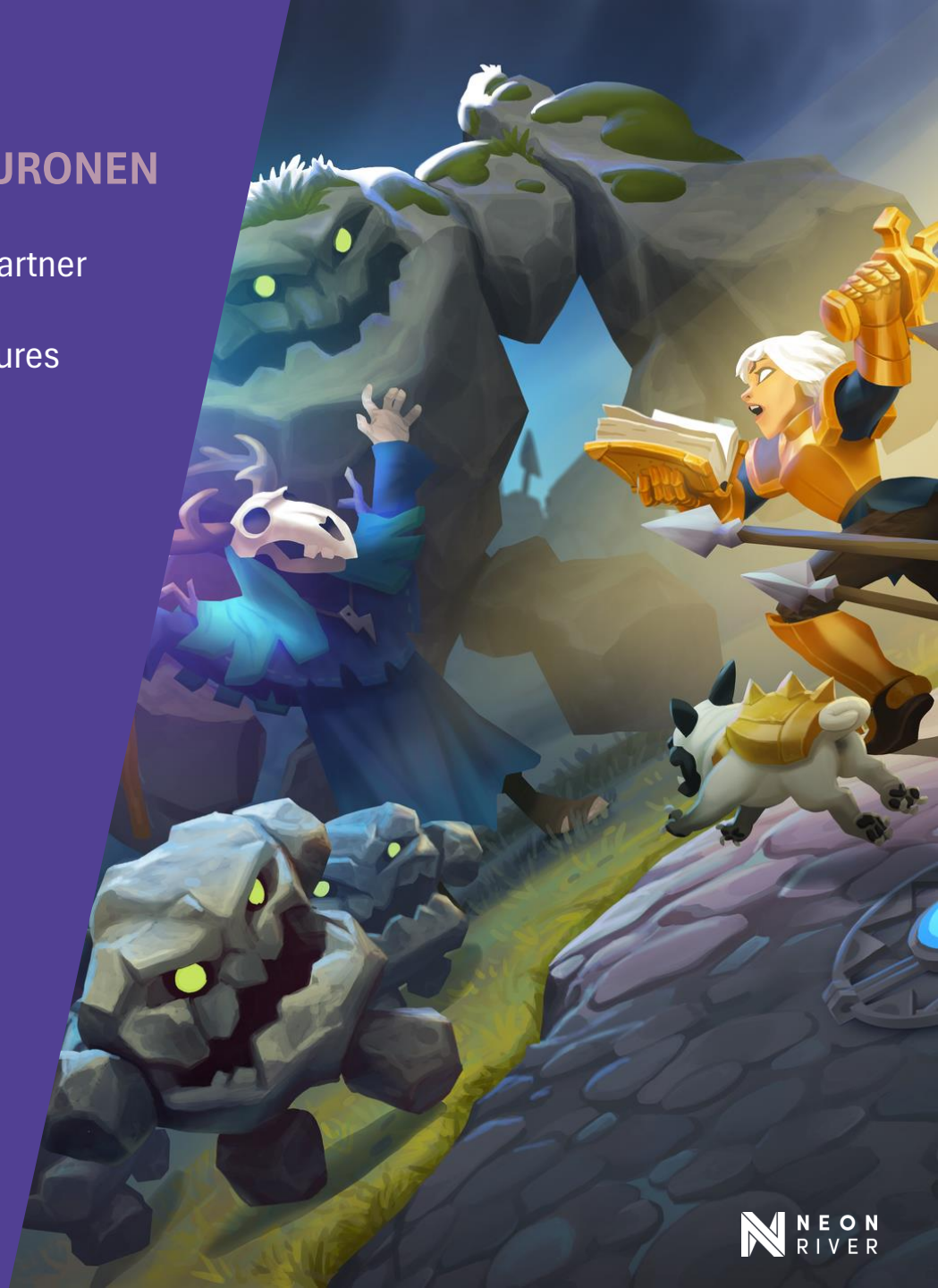
HENRIC SUURONEN

Founding Partner

Play Ventures

Henric Suuronen is one of the pre-eminent investors in mobile games companies through his VC fund Play Ventures. Suuronen has had considerable success as an entrepreneur himself in the mobile games sector. He founded Non-Stop Games in 2012, selling the business to King in 2014, and worked as a Senior Creative Director from King following the acquisition.

In 2024, Play Ventures raised \$140m for its third gaming fund, bringing its total assets under management to \$450m. The firm invests in gaming and consumer apps companies at seed and Series A stages. Current Play Ventures portfolio companies include Benjamin, Gamefam and Appcharge.





JOHAN SJÖBERG

CEO and co-founder

Star Stable Entertainment

Johan Sjöberg has spent the last thirty years working in the games industry, and is currently CEO of Star Stable Entertainment, best known for the hit horse-themed game *Star Stable Online*.

Star Stable Online started life as an online MMORPG before a successful transition to mobile platforms. *Star Stable Online* is the #1 horse themed game in the world and Star Stable Entertainment has over 150 employees today.

Sjöberg was previously Chief Product Officer for the strategy game developer Paradox Interactive, who completed a successful IPO in 2016.





SONER AYDEMIR

Co-Founder & CEO

Dream Games

Under Soner Aydemir's stewardship, Dream Games has risen quickly to become one of the most successful mobile games companies in the world. Its smash hit game, *Royal Match*, is regularly one of the highest grossing mobile games in the world. In 2024, the game reached \$3bn in gross lifetime revenue.

Aydemir has had success previously in the mobile games sector as Product Director for the Istanbul-based mobile games company Peak Games, which was acquired by Zynga for \$1.8bn in 2020.

Aydemir holds a BSc. in Computer Engineering from Koc University.





STEPHANE KURGAN

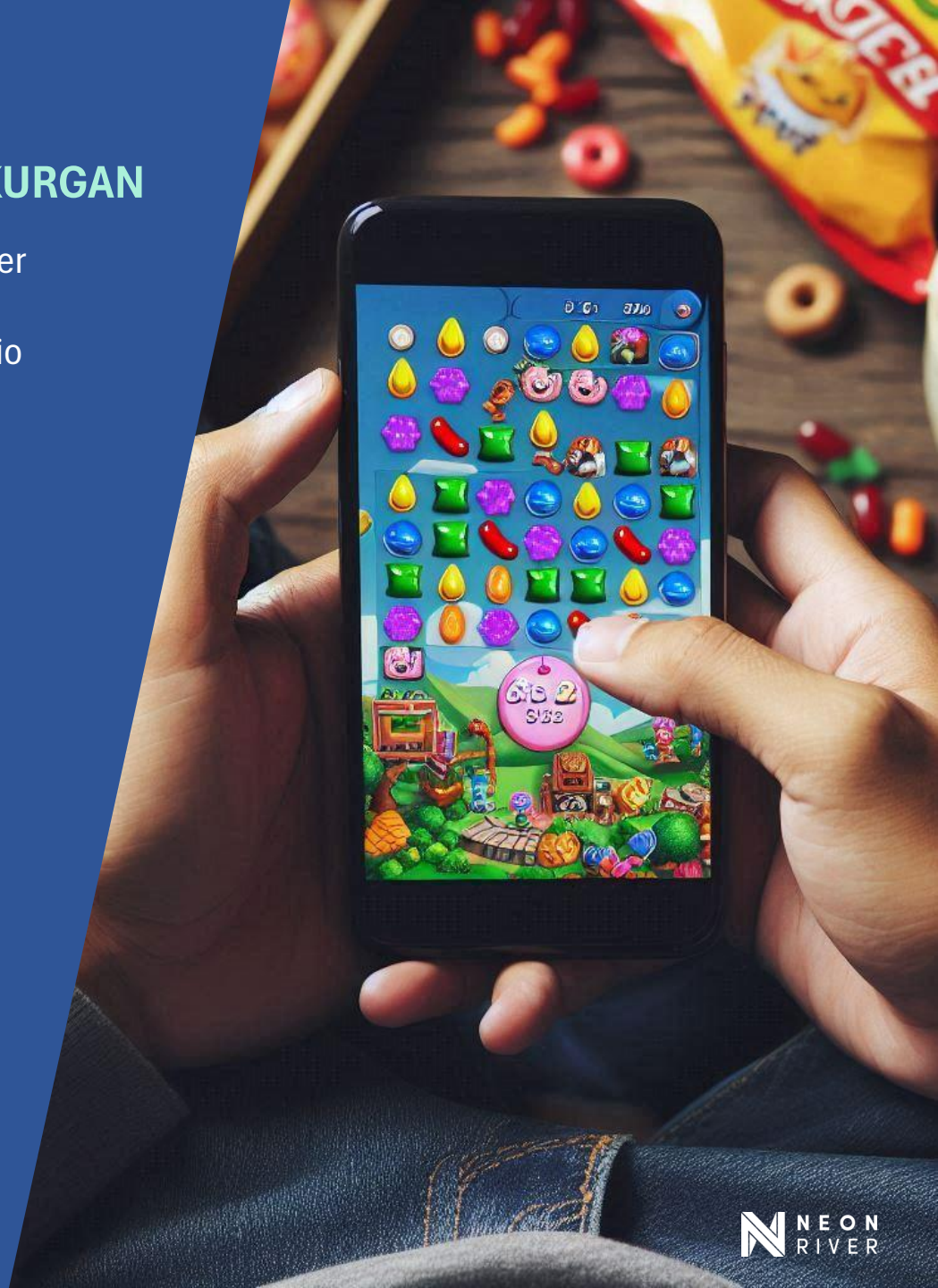
Co-Founder

QDE Studio

As both an executive and investor within the mobile games industry, Stephane Kurgan has experienced significant success. He made his name as COO of King, working closely with CEO and co-founder Riccardo Zacconi.

Kurgan played a key role in growing King, helping the business to achieve a successful \$7bn NYSE IPO and then a trade sale to Activision Blizzard.

Kurgan has co-founded a new mobile games studio – Queen Digital Entertainment – alongside King co-founder and former CTO Sebastian Knutsson. In July 2024, Forbes reported that QDE Studio had set up a new studio in Stockholm and were building a new puzzle game.





DAVID FERNANDEZ

CEO

Sandsoft

Sandsoft has rapidly established itself as a strong player in the mobile gaming industry. A subsidiary of Ajlan & Bros Holding Group, Sandsoft expanded its global footprint in December 2023 with the launch of a new studio in Barcelona, complementing its existing studio in Riyadh and offices in Helsinki and Shanghai.

David Fernández has been CEO of Sandsoft since 2021. His career includes leadership roles at THQ, Digital Chocolate, Nokia, and King. At King, he led Candy Crush Friends Saga and Bubble Witch 3 Saga Game Teams, contributing significantly to the growth of these multi-billion-dollar franchises under Activision-Blizzard.

David holds a Master's degree in Telecommunications Engineering from Universidad Politécnica de Madrid and an MBA from IE Business School.





KEN GO

Founder & CEO

DECA Games

Ken Go founded DECA Games in 2016 and has served as its CEO since then.

Headquartered in Berlin, DECA Games primarily specializes in acquiring older free-to-play games and managing them as Games-as-a-Service. With deep expertise in live game operations, the company has a strong track record of growing game audiences. Its prominent titles include *DragonVale*, acquired from Hasbro, and *Knights and Dragons*, originally developed by GREE. DECA Games was acquired by the Embracer Group in 2020.

Before founding DECA Games, Ken was General Manager at Kabam and also worked for EA and Playdom in his earlier career.





DMITRI BUKHMAN

Co-Founder and CEO

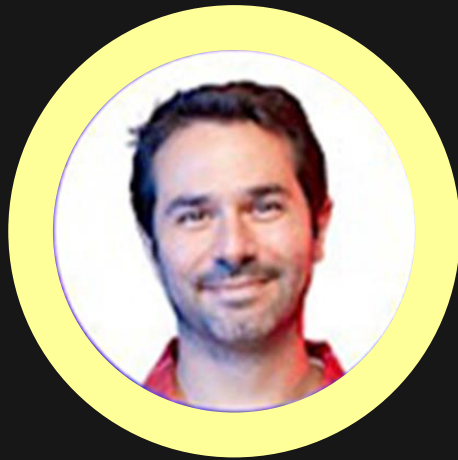
Playrix

Dmitri Bukhman co-founded Playrix in 2004 with his brother, Igor. They would initially focus on developing games for the PC market, before pivoting into the mobile games sector in 2012.

The company has had several hit games on mobile, including city building game *Township* and match-3 game *Gardenscapes*.

Through a combination of acquisitions and organic growth, Playrix today is one of the largest mobile games publishers in the European market. Headquartered in Dublin, the company generated annual revenue of \$1.83bn in 2023.





ALBERT CUSTODIO MARTINEZ

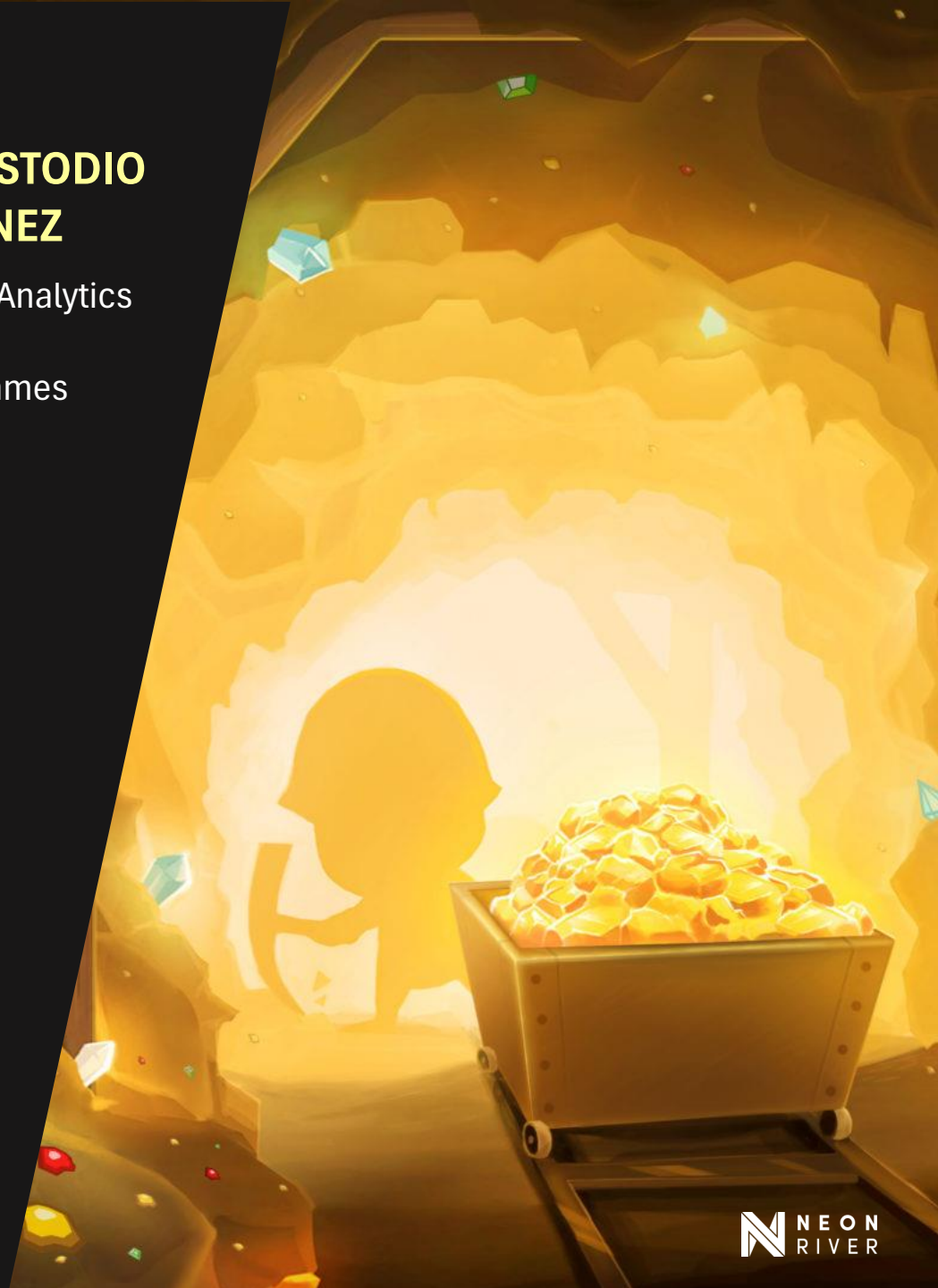
VP Product & Analytics

Kolibri Games

Albert leads product management and analytics at Kolibri Games - a German mobile game developer best known for smash hits *Idle Miner Tycoon* and *Idle Bank Tycoon*.

Albert has served in multiple VP roles within the company; leading its monetization, live games, new games, overall games portfolio, and product strategies.

Originally starting his product management career at Social Point, Albert has gained deep experience in the mobile games industry. He has extensive knowledge on leading large multi-disciplinary teams, and on building new game studios at Popcore and Square Enix. Albert also holds an MBA from ESADE.





ANDRZEJ ILCZUK

CEO

Ten Square Games

Andrzej Ilczuk is CEO of Ten Square Games, best known for its hit game *Fishing Clash*. With over 30 million players in 100+ countries, the success of the game has propelled Ten Square Games to become one of the largest mobile games companies in Europe. The company's portfolio also includes other popular games, such as *Hunting Clash*, a mobile hunting simulation, and *Wings of Heroes*, a World War II-era flight simulation game.

He joined Ten Square Games in 2019 and was promoted to CEO in 2023. Prior to joining Ten Square Games, he worked in the mobile games industry with Aeria Games, Smilegate and DECA Games, where he was responsible for game development and operational excellence.





WOJCIECH WRONOWSKI

CEO

Huuuge Games

Polish headquartered mobile games developer Huuuge Games has grown rapidly to become one of the bigger mobile games companies in Europe across 10 different locations. The company is best known for its hit social casino games such as *Billionaire Casino*.

Over recent years, Huuuge Games has diversified beyond the social casino sector – for example with the match three game *Traffic Puzzle*.

Wojciech Wronowski became CEO in 2023. He joined Huuuge Games in 2006 and has worked in various product management roles before being promoted into the CEO role.





ASBJOERN MALTE SOENDERGAARD

Founder & CEO

Tactile Games

Headquartered in Copenhagen, Tactile Games has found success with hit titles such as *Penny and Flo* and *Lily's Garden*. The company is best known for its puzzle games, aimed at a mass-market casual gaming audience.

Soendergaard founded Tactile Games in 2008, and has grown the business to over 200 employees today. The company has raised money from leading technology venture capital firm Index Ventures.

Soendergaard is a veteran of the computer games industry, having previously worked as a Development Manager for Crytek – where he worked on the *Crysis* franchise.





YOAV ECKER

Former President &
Managing Director

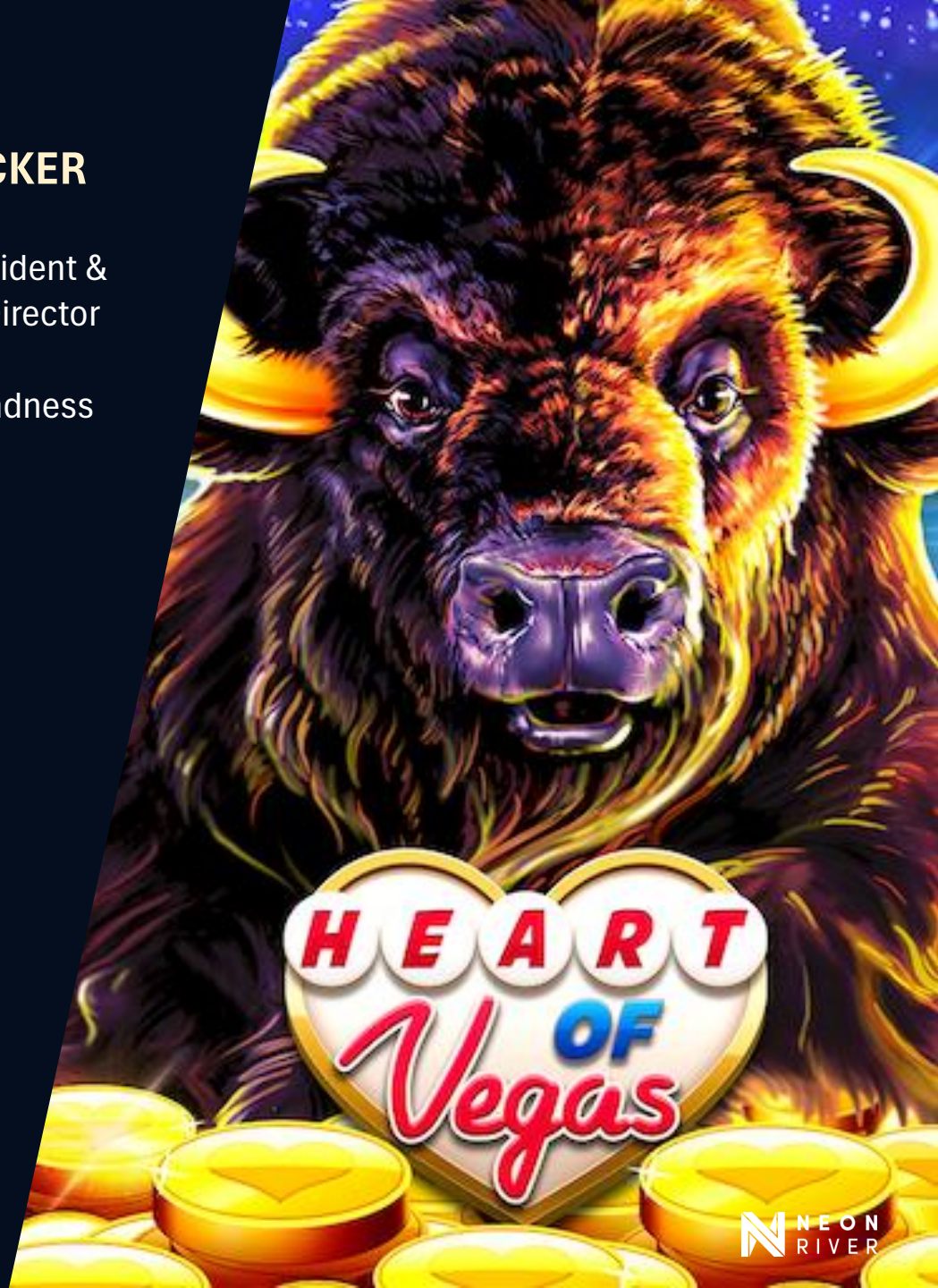
Product Madness

Yoav Ecker has served as President & Managing Director at Product Madness until leaving the business at the end of 2024. Before joining Product Madness, Yoav was the Chief Casual Games Officer at Crazy Labs.

Founded in 2007 and headquartered in London, Product Madness is the leading developer of social casino games with over \$1B of annual revenues, with hit titles such as *Lightning Link* and *Cashman Casino*.

The company was bought by Aristocrat in 2012 and under Yoav's leadership became the world's #1 developer of mobile slots.

Earlier in his career, Yoav held key leadership roles, including EVP and GM of WSOP at Playtika and Head of CRM at William Hill Online.





LIOR SHIFF

Co-Founder & CEO

Tripledot Studios

Tripledot Studios was founded in 2017 by Lior Shiff, Eyal Chameides and Akin Babayigit. Today, Shiff is CEO whilst Babyigit is COO and Chameides their Chief Games Officer. With approximately 400 employees, the growth of Tripledot Studios has been impressive and the business has had hit games with puzzle games like *Woodoku* and *Solitaire*.

Shiff is a serial entrepreneur within the mobile games sector, having previously founded social games publisher Product Madness, with a successful exit to Aristocrat.

Shiff holds a BA in Computer Science and Accounting from Tel Aviv University and an MBA from Stanford University.





BRANKO MILUTINOVIĆ

Co-Founder & CEO

Nordeus

Branko Milutinović is a co-founder and CEO of Nordeus. Branko co-founded the business in 2010 with Ivan Stojisavljevic (Chief Visual and Technical Officer) and Milan Jovovic (CCO). Headquartered in Belgrade, Serbia, Nordeus is perhaps best known for its popular *Top Eleven* football management game. The game features Portuguese football manager José Mourinho as its promotor.

Nordeus was bought by Take-Two Interactive Software for \$378m in 2021. Today it employs roughly 180 people.

Branko holds a MSc in Computer Engineering from University of Belgrade.





ALEXANDRE PELLETIER-NORMAND

CEO

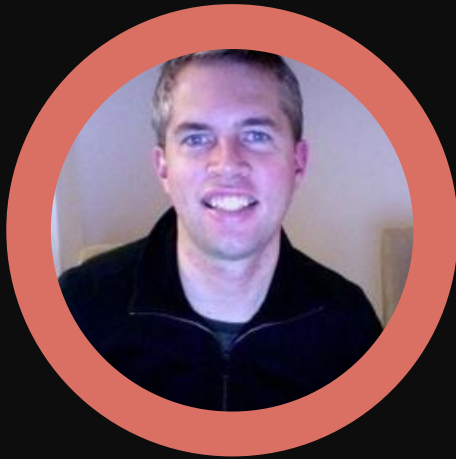
Rovio Entertainment Corporation

Rovio is one of the best known mobile game companies in the world, and Pelletier-Normand has been CEO there since 2021. Rovio built one of the strongest early mobile game franchises with the *Angry Birds* series, but had struggled to transition from premium to free-to-play games business models.

Under Pelletier-Normand's stewardship, the company is likely to complete a \$775m sale to Sega, representing a good return for shareholders of the business.

Pelletier-Norman has deep experience in the mobile games sector having previously spent many years with Gameloft, rising to become their EVP Production.





JOHN EARNER

Founder & CEO

Space Ape Games

John Earner has built two influential social and mobile games companies in his career so far – Playfish and Space Ape Games. Playfish was an early pioneer of social gaming, and was acquired by EA for \$300m in 2009, with Earner acting as Playfish’s VP Product at the time.

As founder and CEO of Space Ape Games, he has had hits in the mobile gaming sector with *Beatstar* and *Chrome Valley Customs*. In 2017, mobile gaming powerhouse Supercell bought a majority take in the company and in 2024 it fully acquired the company after increasing its stake.

Earner holds a BSc in Industrial Engineering from Stanford University and an MBA from the University of California.





MARÍA SAYANS

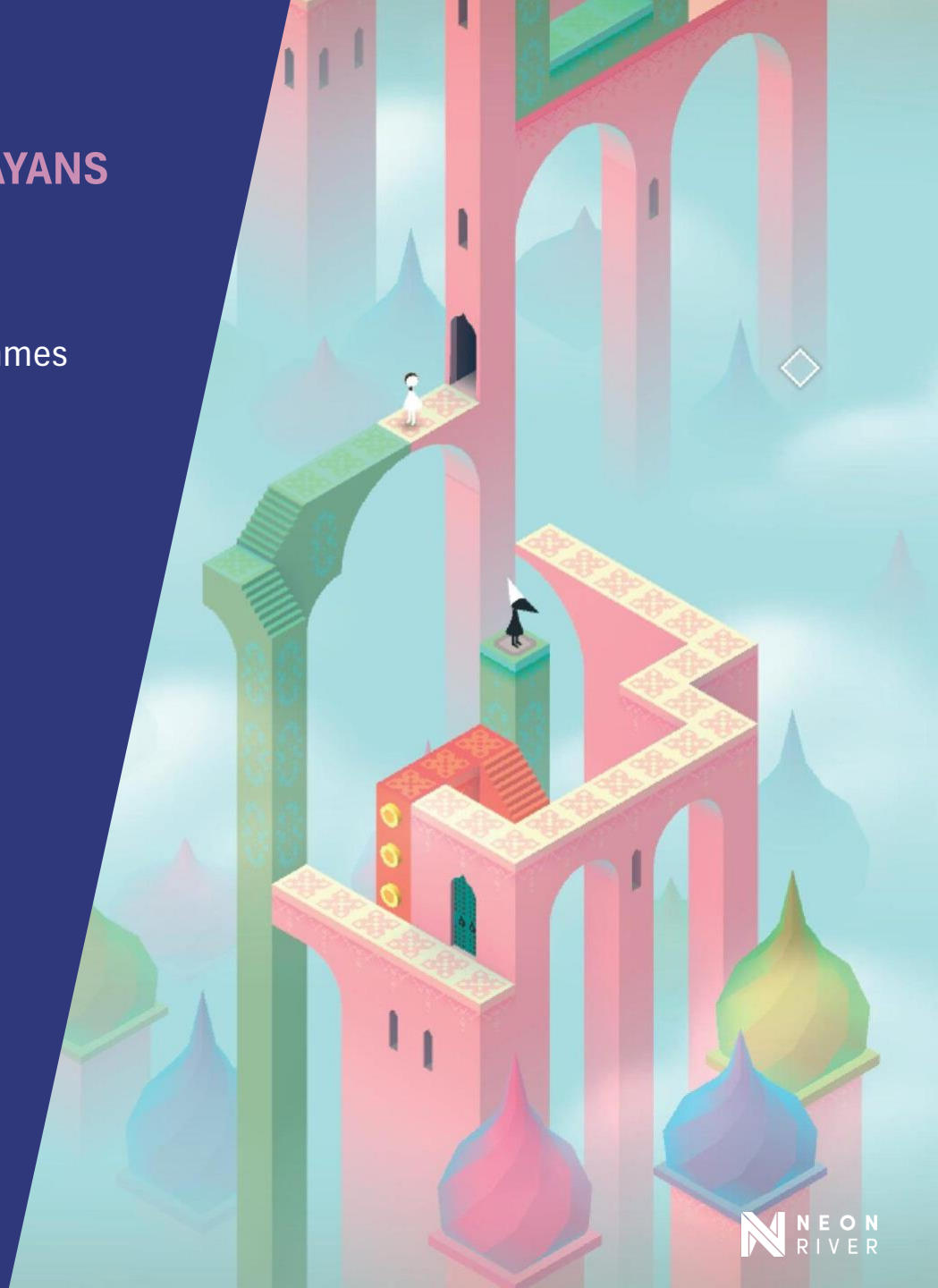
CEO

Ustwo Games

Headquartered in London, ustwo games is perhaps best known for the hit mobile puzzle game series *Monument Valley* with its iconic art style.

Other games developed by ustwo games include *Alba: A Wildlife Adventure*, and *Desta: The Memories Between*. Their games are recognized for their artistic innovation, accessibility, and ability to evoke emotional connections, appealing to gamers and non-gamers alike.

María Sayans joined ustwo games as CEO in 2019, bringing with her a wealth of experience in the gaming industry. Before joining ustwo games, María was Chief Customer Officer for CCP Games and also spent over a decade working for EA.





MARCIN OLEJARZ

Co-Founder & CEO

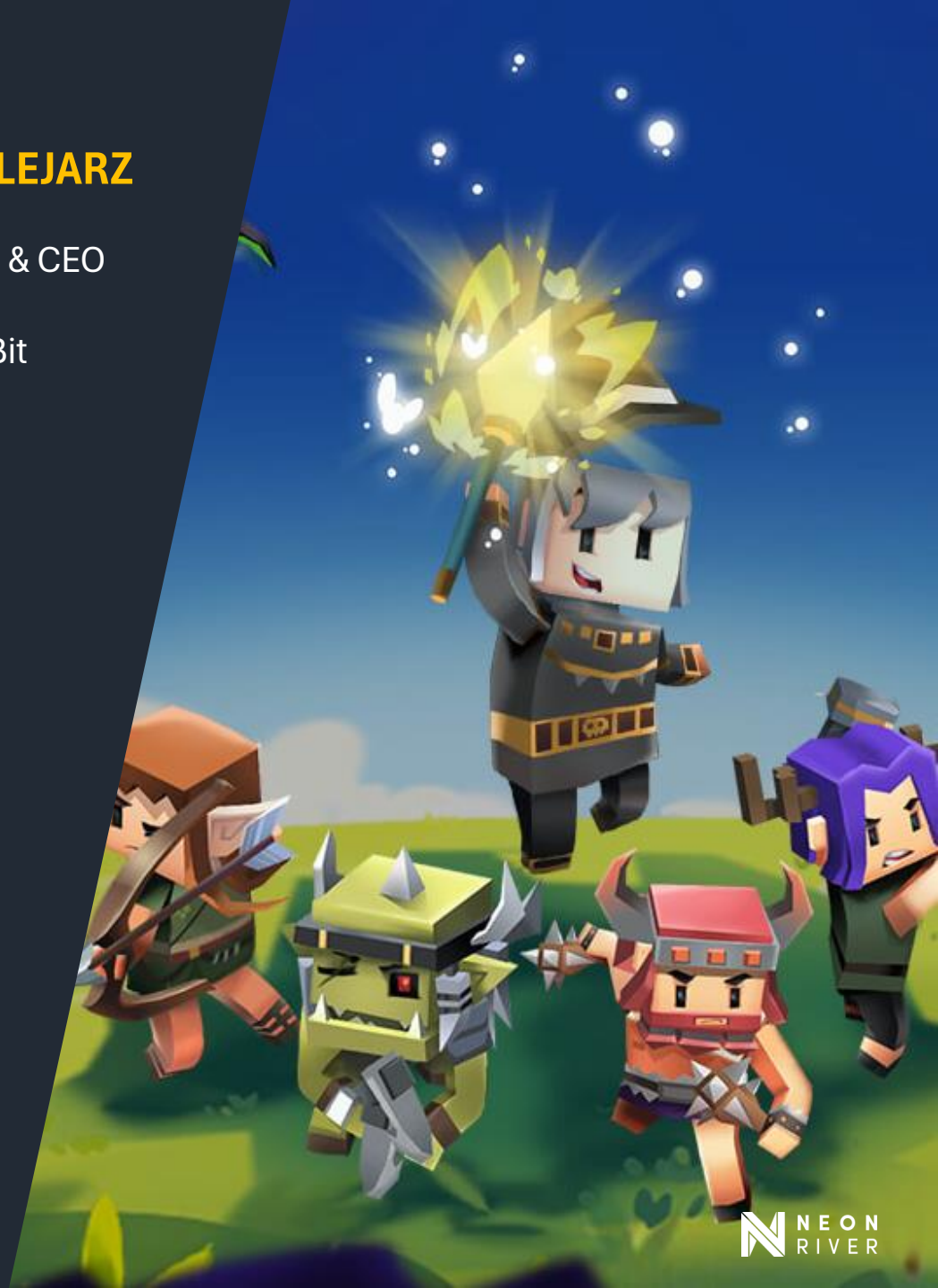
BoomBit

Marcin Olejarz is a co-founder and CEO of Boombit. He co-founded the business with Hannibal Soares in 2014. Headquartered in Gdansk, Poland, BoomBit specializes in developing casual and midcore mobile games.

BoomBit has established itself as a significant player in the global mobile gaming industry. The company's games span a variety of genres, appealing to a broad audience of gamers seeking accessible and entertaining experiences.

BoomBit is best known for games such as *Dancing Road*, *Car Driving School Simulator*, *Tiny Gladiators* and *Archery Club*.

As of 2024, the company employs more than 350 employees and is listed on the Warsaw Stock Exchange.





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