



## **BITKRAFT Esports Ventures Announces Executive Hires to Strengthen its US Presence**

*Santa Monica, California, August 8, 2017* -- BITKRAFT Esports Ventures, an early stage investor and incubator exclusively focused on the esports sector, announced today that Minard Hamilton will join as US Partner, and Greg Essig will join as Head of Business and Product Strategy in the firm's Santa Monica office.

Hamilton brings a wealth of experience in the gaming, mobile, and sports sectors, including having held executive roles at JAMDAT Mobile (IPO), Sports Technologies (acquired), and eByline (acquired). At Six Degree Games, Hamilton served as Chief Executive Officer for the publisher of online and mobile games in partnership with many US sports leagues. Earlier in his career, Hamilton served as Senior Vice President at ESPN International and General Manager at ESPN.com International.

Greg Essig brings years of entertainment and games experience to BITKRAFT, where he will support portfolio companies with both product and business development, specifically in the US. Previously, Essig led Mobcrush's Business Development initiatives. Prior to that, he worked at game developer FunPlus and then at Apple, where he managed the games section of the App Store during its historic growth phase. Essig began his games career at the Creative Artists Agency (CAA) where he was instrumental in developing its games representation practice.

"Minard and Greg both bring a thorough understanding of the fast-moving esports landscape and impressive personal networks which will add tremendous value for our current portfolio companies. Their joining the team allows BITKRAFT to be faster and more impactful in the US market and provide more opportunities for esports startups seeking funding to reach us. Thanks to both Minard and Greg for sharing our passion and vision and becoming part of our team," commented Jens Hilgers, BITKRAFT Esports Ventures Founding Partner.

With fourteen global esports investments, including four in North America, sourcing further deals in the Los Angeles esports hub was the next step for BITKRAFT Esports Ventures, which is headquartered in Berlin.

### **About BITKRAFT Esports Ventures**

BITKRAFT is an early stage investor and company builder focused entirely on the esports sector. We found, support, and scale esports startups along with the industry's most influential companies. Founded in 2015, we are active in both Berlin and Los Angeles, the epicenters of the western esports world.

BITKRAFT is home to a diverse range of entrepreneurs, operators, and investors who are building businesses, creating and expanding opportunities, and developing new technologies that benefit esports players, fans, and stakeholders around the globe.

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