

Contact

f.sliwka@unilink.it

www.linkedin.com/in/franksliwka
(LinkedIn)

Top Skills

Business Development

Video Games

Game Development

Languages

German (Native or Bilingual)

English (Full Professional)

Honors-Awards

Special German Game Developer
Prize Award

European Games Awards

Asia's Sports Industry Award (SPIA
Awards)

Asia's Sports Industry Award (SPIA
Awards)

Frank A. Sliwka

Global Esports, Gaming & Digital Entertainment Opinion Leader |
Keynote Speaker | CEO | Professor
Singapore

Summary

With over 25 years of experience in the digital entertainment, games, and esports industry, I am a global business leader who delivers growth, innovation, and excellence. As the CEO of ibMedia Group, a global management consulting company for the esports and gaming industry, I oversee and lead the expansion of global business activities, operations, sales, and marketing.

I have a proven track record of creating, managing, and steering strategic business plans, providing strategic consulting and go-to-market strategies to AAA clients, and building successful businesses and winning teams around entertainment properties. I have been recognized with multiple awards, such as the German Game Developer Award, the European Games Award, and Asia's Sports Industry Award, for my contribution and influence in the esports and gaming sector.

I am also an Associate Professor of Esports Management at Link Campus University, a Representative at BVMW, and a Board Advisor at GTR Accelerator, where I share my expertise and insights with the next generation of esports and gaming professionals and entrepreneurs. My mission is to drive the growth and innovation of the esports and gaming industry and to empower and inspire others to achieve their goals and dreams.

Experience

ibMedia Group

Chief Executive Officer

July 2012 - Present (11 years 9 months)

Singapore

ibMedia Group is a global leader in strategic advisory & management consulting and a leading expert in executing high-impact projects for the esports, gaming and digital entertainment industry. ibMedia Group offers

unparalleled advisory services and provides ideas, connections and platforms to guide our clients towards tangible results. Additionally, ibMedia Group takes on long-term project management roles to ensure the effective realization of planned changes.

Responsibilities

- Oversaw and led the expansion of global business activities, operations, sales, and marketing
- Steered and refined corporate strategy, financial planning, product design, team development, and account management
- Provided strategic consulting and go-to-market strategies to AAA clients globally (Akamai, DFL, ESL, gamescom, MDEC, Overwulf, UBM Tech)

Achievements

- Created, managed, and steered the strategic business plan for the expansion of the company's business services to a global consulting company
- Accounted for more than 80 % of the company's revenue (USD 1,4 Mio)
- Designed, created, and monetized several new projects with a yearly revenue of more than USD 500,000 or projects which were sold to third parties (executive dinner series, mobile event app)

Budget responsibility

USD 2 Million+

Link Campus University

Professor Esports Management

October 2018 - Present (5 years 6 months)

Rome Area, Italy

Officially fully recognized Esports Management Course by the Italian Ministry of Education.

Esports Education & Holidays (Project of ibMedia Group)

Founder

February 2019 - Present (5 years 2 months)

Singapore

Specialists in Esports Education & Travel Business Intelligence

Responsibilities

- Steer and establish with stakeholders project plans and business strategy

- Oversaw and led expansion of global business activities, operation, sales and marketing
- Build a high-performing global team to encourage maximum performance
- License for esports management courses and degree program development & sales

Epulze

CBO

March 2019 - Present (5 years 1 month)

Singapore

As CBO, I am focused on developing overall corporate growth strategies and partnerships in the areas of media, publishing, sponsorship, services and entertainment.

Responsibilities

- Lead the team, spearhead all business B2B / B2C including events online / offline, sales, financial, human resources and commercial activities
- Steer and establish with stakeholders project plans and business strategy
- Oversaw and led expansion of global business activities, operation, sales and marketing
- Steer and establish with stakeholders project plans and budgets, business strategy and account management to build year-on-year revenue
- Build a high-performing team to encourage maximum performance

BVMW - Bundesverband mittelständische Wirtschaft e.V.

Representative

August 2021 - Present (2 years 8 months)

Singapore, Singapore

The BVMW is a politically independent association that caters to all commercial branches and professions and represents the interests of small and medium-sized businesses in politics, with administrative authorities, trade unions, and major companies. Medium-sized businesses are the backbone and impulse of the German economy.

BVMW is the voice of small and medium-sized enterprises in Germany. Within the framework of the SME balance, we represent the interests of 900,000 members.

GTR Accelerator

Board Advisor

February 2021 - January 2024 (3 years)

Singapore

Global Top Round is a Global game startup accelerator whose mission is to support small studios from all over the world with development, publishing and fundraising. Since 2015 Global Top Round has supported over 50 game studios worldwide via their GTR Accelerator program, which sees 10 new games added every year.

ESL - Turtle Entertainment

1 year 9 months

COO Asia

June 2017 - February 2019 (1 year 9 months)

Singapore

ESL Gaming / Turtle Entertainment is the largest esports company in the world, producing over 20,000 hours of live esports content every year, raising esports production and audience levels to those of mainstream sports.

As COO Asia, I am focused on developing overall corporate growth strategies and partnerships in the areas of media, publishing, sponsorship and entertainment.

Responsibilities

- Restructure of the Asian ESL business incl. its entities and partner network
- Lead the Asia team, spearhead all business B2B / B2C including events online / offline, sales, financial, human resources and commercial activities and the rollout of ESL in APAC
- Steer and establish with stakeholders project plans and budgets, business strategy and account management to build year-on-year revenue
- Build a high-performing team to encourage maximum performance

Achievements

- Created, managed and steered the strategic business plan of the expansion of the company's business
- Accounted for more than 50 % of company's revenue in the first year
- Designed, created and monetized several new esports offline projects

Member of the Board of Directors ESL Gaming Pte Ltd

June 2017 - February 2019 (1 year 9 months)

Singapore

UBM Tech

8 years 2 months

Executive Chairman Game Developers Conference Europe
August 2012 - December 2016 (4 years 5 months)

Berlin Area, Germany; Singapore

The Game Developers Conference (GDC) is the world's largest professional game industry event. GDC attracts over 26,000 attendees, and is the primary forum where programmers, artists, producers, game designers, audio professionals, business decision-makers and others involved in the development of interactive games and virtual reality gather to exchange ideas and shape the future of the industry.

Managing Director Europe & Vice President European Business
Development

November 2008 - July 2012 (3 years 9 months)

Berlin Area, Germany; San Francisco, USA

UBM Tech is a global information services business that brings together the world's technology industry through live events and online media sites. UBM Tech's technology portfolio includes globally renowned brands like Black Hat, Game Developers Conference (GDC), Content Marketing World, Enterprise Connect, HDI, Interop, Dark Reading and InformationWeek.

Responsibilities

- Created, managed and executed the strategic business development plan of the expansion of the company's business services in Europe
- Headed the European and US project teams to ensure global connectivity and business growth
- Spearheaded and steered corporate business strategy, financial planning and strategic account management

Achievements

- Developed and monetized go to market strategies for UBM Tech's services on or ahead of schedule
- Established sponsorship programs up to revenue of USD 4 Mio yearly
- Improved margins up to 15 % of third party services
- Established successful UBM Tech's main businesses within three years in Europe (GDC Europe, industry news platform gamasutra)

Budget responsibility

USD 11 Million+

International Esports Federation (IeSF)

Vice President

July 2008 - February 2010 (1 year 8 months)

Seoul, South Korea; Berlin Area, Germany

The International Esports Federation works consistently to promote esports as a true sport beyond language, race and cultural barriers. Over the last years we have produced meaningful and tangible results by by hosting general meetings and the annual IESF World Championship. We started out as a federations with nine membernations and have now expanded to over 46 nations. As an international federation for esports our obligations include hosting international esports tournaments, expanding our range of member nations and establishing standards for referees, players, certifications, titles and competitions. With this we strive to become the worlds first international Sports Organisation of esports.

Leipziger Messe

Strategy Director GC Global

May 2008 - October 2008 (6 months)

Leipzig Area, Germany

Responsibilities

- Spearheaded global strategic and expansion of exhibition brands
- Led financial planning and strategic account management

Achievements

- Created and developed a strategic expansion plan for exhibition and conference brands

Budget responsibility

USD 20 million+

Global Games Media Ltd.

Chief Executive Officer

March 2002 - April 2008 (6 years 2 months)

Berlin Area, Germany

Responsibilities

- Oversaw expansion of global business, operation, sales and marketing
- Steered corporate strategy, financial planning and account management
- Provided strategic consulting for AAA clients

Achievements

- Acquisition of the company Global Games Media by UBM LCC in 2008

- Collaborated with regional and international teams to provide exceptional partner support and roll out of multiple new products on or ahead of schedule
- Established the company as a leading global consulting company

Budget Responsibility

USD 2 million+

Messe Berlin GmbH

10 years 1 month

Deputy Project Director HomeTech

June 2000 - March 2002 (1 year 10 months)

Berlin Area, Germany

DEPUTY PROJECT DIRECTOR HOMETECH

- Defined and bolstered brand identity and footprint to drive business
- Formulated key business strategies
- Strengthened client base through management of international client acquisition
- Engaged in conceptual work, development and establishment of an event marketing strategies for trade and private visitors at hometech and of other types of exhibitions at messe berlin gmbh
- Budget Responsibility: €12 million+

Project Manager

January 1998 - February 2002 (4 years 2 months)

Berlin Area, Germany

PROJECT MANGER IFA (INTERNATIONAL FUNKAUSSTELLUNG (BERLIN RADIO SHOW)

- Originated innovative and effective international business strategy
- Conducted conceptual work, establishment, international marketing and canvassing for interactive games and IT industry sector
- Budget responsibility: €2 million+

Central Procurement Officer

February 1994 - December 1997 (3 years 11 months)

Berlin Area, Germany

- Entrusted with procurement of electrical materials, purchase of telecom systems, audiovisual, electronics, office furniture and business services

Commercial Employee

March 1992 - January 1994 (1 year 11 months)

Berlin Area, Germany

Commercial Employee at the Department of General Administration and
Finance

Education

Freie Universität Berlin

Bachelor of Education - BEd, Geographics, Sports, Psychology,
Economics · (1983 - 1991)