

International



Name: Alexander T. Müller
Position: Spokesman
Institut: G7
Branche: Interessenvertretung

Thema des Vortrages:

„Die Zukunft des eSports - Trends und Perspektiven“

Biografie des Referenten:

since Dec 00: SK-Gaming GbR, Cologne
Position: Managing Director, Shareholder

SK Gaming is considered to be one of the most successful teams in eSports history. With more than 50 players under contract worldwide and the creation of the brand SK, known to gamers all over the world, the team is holding a leading position in eSports worldwide.

Dec 00 – Dec 05: Turtle Entertainment GmbH, Cologne
Position: Director Marketing and Sales,
Shareholder

Turtle Entertainment is a middle sized, international working company based in Cologne. Core business is the creation of brands and products for the eSports segment, especially leagues, tournaments and events. Amongst those products brands such as Electronic Sports League or Pro Series, considered to be the most professional league in Germany and central Europe, can be found. Filling in the position of Director Marketing and Sales, Alexander T. Müller was able to create and establish the concepts for above mentioned products and market them with leading partners such as Intel or adidas.

Jan 00 – Nov 00: Gamers Network GmbH
Position: Director Marketing and Sales

The Gamers Network GmbH, a 100% daughter of the Netbrain AG from Trier, was build to create a community within the PC-Gaming section.

eSports Conference