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Role change in G-Loot: CEO and Chairman of the Board swap positions

The CEO and the Chairman of the Board swap roles in the Swedish esport platform G-Loot. To prepare the company for the next step, the founder and CEO Patrik Nybladh swaps roles with Chairman of the Board, Johan Persson, who is now appointed CEO.

Swedish esport startup G-Loot announces today that the board has appointed the current chairman and co-founder Johan Persson as the new CEO. The current CEO, Patrik Nybladh, will step into a new role as Chief Investment Officer (CIO), and as acting Chairman of the Board.

"G-Loot has great potential and as chairman I have followed the company for several years. I am honored by the offer to take over the role of CEO and look forward to developing the company to the next step ", says Johan Persson.

For the past ten years, Johan Persson has supported the growth of the First North listed MAG Interactive and has extensive technical and business experience behind him. Johan oversaw the company's mobile game and the optimization of user profitability.

"Johan's insights from MAG Interactive and his great understanding and broad experience of how players act and think, will be essential in the next stage of G-Loot growth," says Patrik Nybladh.

As acting Chairman of the Board and operational as CIO, Patrik Nybladh will continue to pursue the entrepreneurial vision, continue his interactions with shareholders and ensure the continuity and development of G-Loot.

Contact information

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About G-Loot

G-Loot was founded in 2015 in Stockholm, Sweden, by gaming enthusiasts who sought to democratize the competitive esports scene. As well as the G-Loot PC app, the company also runs GLL, which organizes online and offline tournaments with partners such as EA, Garena, Tencent, Lenovo, and PUBG Corporation.

How G-Loot works

Trailer: <https://youtu.be/qx2gPF5C8po>

G-Loot lets users compete in esports challenges in the games they already own. During gameplay, the G-Loot PC app runs in the background. It monitors game stats such as kills, wins, losses, and details such as accuracy and which weapon is used. When a player enters a G-Loot challenge, it is this data that determines the rankings and winners. G-Loot users never have to compete directly with each other, so everyone receives an equal playing field no matter the difference in skill levels. Players can choose to compete against others (either 1v1 or in an open micro-tournament) or test their own skills in solo challenges.

G-Loot charges an entry fee for each monetized challenge and takes a percentage of the prize money.