

## **Games Industry profile Susana Meza Graham elected Chairwoman of the Board at Hello There Games**

**Gothenburg (Oct 6, 2021)** Hello There Games today announced the appointment of Susana Meza Graham as Chairwoman of its Board of Directors.

Hello There recently merged with Stockholm based studio, Like A Boss Games. Together, the Hello There Games group forms a team of experienced game developers who have created and released games since 2008. The company has spent time refining its strategy in 2020 and future plans include an ambition to list the company as well as solidifying its position in the music games genre.

CEO Oskar Eklund said: “We are really looking forward to Susana joining us and benefitting from her broad experience and knowledge from the games industry and scaling companies. We have already worked together for several months and received advice on strategy and direction. We feel she is the perfect person to guide Hello There and its owners through our next steps.”

Susana Meza Graham has spent over 17 years in the games industry. Previous roles include CMO and COO at Paradox Interactive (2004-2018), where she helped build the company from the ground up over 14 years. As part of the management team, she led the company through a number of phases including a successful IPO and listing. She is the co-founder & Chairwoman of independent investment company Aldeon (2020- ). Aldeon focuses on games & tech founders in early stages and is currently Hello There Games’s largest owner. Previous board assignments have included Supervisory Board member of international games company Funcom (2018-2020) and board member at the Association of Swedish Game Developers (2014-2017). Current board assignments include emotionally conscious AI company TRU LUV in Canada (2020-), a yet unannounced games company based in the UK as well as a variety of advisory board positions in games & tech. Susana Meza Graham holds a Bachelor degree from Stockholm University focused on International management and marketing.

Susana Meza Graham said: “I am excited to take the role as Chair at this stage of Hello There Game’s journey. A lot of important groundwork has already been put into place, especially over the last couple of years, and many interesting opportunities have surfaced as a result of that. I’m confident my experiences can help guide the company in making the most out of those opportunities. I am also a strong advocate for the Swedish Games Ecosystem and look forward to helping Hello There Games claim a more prominent role in it.”

### **About Hello There Games:**

The Hello There Games group was formed in 2021 through the merger of Hello There game studio in Gothenburg and Like a Boss Games in Stockholm. Together the group forms an experienced team of game developers who have created games since 2008. Hello There Games pri-

marily develops and sells premium games for PC and console. Previous releases have received critical and player acclaim worldwide. The recent successful launch of the *Avicii: Invector* series, has further cemented the groups forefront position in the music games genre. The group also has a section of high demand partered game development with clients like Google, Facebook etc.

Hello There Games has an exciting portfolio of IPs with great potential and works with a number of publishers and local partners to market and sell games on a global market. For more information, visit: [hellotheregames.com](http://hellotheregames.com) or contact [ir@hellotheregames.com](mailto:ir@hellotheregames.com)