



International Newcomers support devcom-Team

Kate Edwards, Alessandra van Otterlo and John Gaudiosi become part of devcom's program-team for 2018

Cologne, Germany – 02. February 2018 – Aruba Events, subsidiary of Computec Media Group, are pleased to announce that they have strengthened international support for devcom's organization team with inclusion of Kate Edwards, Alessandra van Otterlo and John Gaudiosi, three experienced international experts in games.

After the team's successful debut last year, the now expanded program team will contribute to an even more diverse and international program. Devcom will bring together the international developer scene's "Who is Who" during gamescom week. Devcom is hosted in collaboration with game, the German game industry's association, and koelnmesse.

This year's devcom will take place on Sunday 19th and Monday 20th August and therefore not overlap with gamescom's business days.

Dirk Gooding and Simon Fistrich, Co-Heads at CMG Conferences and Aruba Events have assembled a powerful team for this year's event.

Nico Balletta, editor in chief at Making Games, will act as program director and will develop the program for **devcom 2018** together with Kate Edwards, Alessandra van Otterlo, John Gaudiosi and Frank Sliwka.

Until 2017, Edwards worked as executive director at the International Game Developers Association (IGDA) where she served for five years. She's an experienced strategist who was listed as one of "the 10 Most Powerful Women in Gaming" by Fortune in 2013, and in 2014 Gamesindustry.biz included her in the video games industry "six people of the year", which emphasizes her expertise. Together with John Gaudiosi, a journalist with over 20 years in the industry and Co-Founder at Shacknews.com, she'll take care of renowned speakers from the Americas.

Alessandra van Otterlo has been part of the industry since 2004 and has an excellent network thanks to her work at *Control Magazine* and *Control Conference* in Europe. Frank Sliwka complements the program team with his network in Asia's developer scene.

Stephan Reichard (head of devcom), Astrid Gooding (senior project manager), Veronika Maucher (head of speaker management) and Niels Eggert (senior sales manager) complete the team.

More details about schedule and tickets as well as the first confirmed speakers will be announced in the near future.

Press material is available here: <https://www.devcom.global/downloads/>

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About devcom

devcom made its debut in 2017 as the contemporary, international run-up developer conference complementing the world's biggest event for computer and video games, the gamescom in Cologne. Event organizer Aruba Events GmbH, a subsidiary of Computec Media Group, in cooperation with the German Games Industry Association (BIU) and koelnmesse, offers a comprehensive schedule including a classic conference part. Apart from valuable networking events, top-class speakers cover the most exciting topics of the developer scene in talks, summits, master classes and workshops. This is topped off with the seamless integration of the indie developer focused conference Respawn, which presents the indie hits of tomorrow in its own track.

About Computec Media Group

Computec Media Group is a subsidiary of Marquard Media Group AG, Baar/Switzerland. Managing 15 print & digital magazines (PC Games, play4, N-ZONE, SFT, Raspberry Pi Geek and others), 15 websites (gamesworld.de, golem.de, areamobile.de, 4players and others), apps (Games TV 24 and others), Events (devcom, Quo Vadis, Respawn, Deutscher Entwicklerpreis), B2B activities (golem.de, Making Games, gamesbusiness.de, Linux-Magazin), and the gaming server service 4Netplayers, Computec Media Group is the leading publisher of the IT, games and mobile segment. Based in Fürth, Germany, the company reaches an audience of millions within the world of mobile and electronic entertainment with its media, events and services. The cooperation has around 180 employees in total, allocated in Fürth, Berlin, Hamburg, Cologne and Munich.

About game – the German Games Industry Association

We are the association of the German games industry. Our members include developers, publishers and many other games industry actors such as e-sports companies, institutions and service providers. As the sponsor of gamescom, we are responsible for the world's biggest event for computer and video games. We are an expert partner for media and for political and social institutions, and answer questions relating to market development, games culture and media literacy. Our mission is to make Germany the leading location for game development.

About Koelnmesse

Koelnmesse – Global Competence in Digital Media, Entertainment and Mobility: Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment and Mobility segments. Trade fairs like photokina, dmexco, gamescom, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs and are being expanded by future-oriented formats like DIGILITY. Koelnmesse not only organises trade fairs in these areas in Cologne, but also in other growth markets like, for example, China, Singapore and Thailand, which have different areas of focus and content. These global activities offer customers of Koelnmesse tailor-made events in different markets, which guarantee sustainable and international business.

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