

# Gamelancer Media Appoints New Board Member

*Rob Segal Joins Gamelancer Media Board as Independent Director*

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[Gamelancer.com](http://Gamelancer.com)  
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**Toronto, Ontario - January, 9, 2023, Gamelancer Media Corp. (CSE: GMNG) (OTCQB: GAMGF) (FRA: P93)** (“Gamelancer” or the “Company”) a media & entertainment company producing short-form video content for brands, announces the appointment of Rob Segal as an Independent Director to its Board. Rob Segal has been a leading North American marketing and communications specialist for over 25 years. During this time, he has worked with some of the World's biggest and most respected brands. He currently is a Partner at [The Feldman Agency](#), a Global leader in talent representation, brand partnerships & events.



Segal founded his own agency Segal Communications in 1995. In 1996 Segal helped launch the original Sony **PlayStation** in Canada and would go on to oversee and execute PlayStation's Canadian marketing for the next 12 years.

During this same time Segal Communications grew into one of the largest promotional & licensing agencies in Canada. Clients included: **Sony, Ford, Marvel, HP, DreamWorks, TD, Unilever, Virgin Mobile, Party Poker, Poker Stars, 20th Century Fox** and many more.

Segal Communications was acquired in 2000 by [Interpublic](#).

In 2006 Segal partnered with **Facebook**, opening its first office outside Palo Alto, California. Segal exclusively represented monetization efforts of **Facebook's** sales in Canada until the beginning of 2010.

Segal left the agency at the end of 2009 invested in and later became CEO of **WorldGaming**. **WorldGaming** was an early pioneer in **Esports**, which was acquired by **Cineplex** in September 2015.

In January 2020, Segal joined **Authentic Brands Group (ABG)** as President of Entertainment. **ABG** is a brand development, marketing, and entertainment company, which owns a portfolio of global media, entertainment, and lifestyle brands. He left later that same year.

Segal is a father of three, an avid skier, surfer, musician and former board member of **Autism Speaks Canada** and **The Holland Bloorview Hospital Foundation**.

“When I first heard the Gamelancer story I was compelled by the company’s focus on short-form media, in particular their massive TikTok network, as the next frontier of monetizing media. Since acquiring Gamelancer in April 2022, I have seen how effectively management has executed their strategy and am impressed with how quickly they have been able to partner with some of North America’s largest brands. I look forward to helping Gamelancer Media increase monetization through brand and agency partnerships.”

“Rob’s extensive media career brings experience and relationships to Gamelancer that have proven exceedingly valuable since Rob became an investor and advisor in 2021. Rob will aid management in building the Gamelancer’s value proposition such that it aligns with the needs of the global brands Rob has worked with for the past 25 years.” states Jon Dwyer, Chairman & CEO, Gamelancer Media Corp.

## About Gamelancer

Acquired by Wondr Gaming, Gamelancer Media Corp. is a media & entertainment company producing short-form video content for brands, with broadcast on its owned and operated TikTok, Instagram and Snapchat channels. Gamelancer works with companies such as Samsung, Belkin, RBC, Celsius, and several other notable brands. The company produces and distributes content across its 27 owned-and-operated channels to over 36 million followers & subscribers, generating over 1.8 billion monthly video views. A majority of the Gamelancer's audience are located in the USA, Canada, the UK, and Australia.

With advanced user data analytics, Gamelancer provides its audience with content relevant to the GenZ & Millennial respective communities. Gamelancer owns the largest gaming media inventory on TikTok. Gamelancer also monetizes across its Snapchat Discover channels in partnership with Snapchat.

Gamelancer is 53% insider owned.

Visit us at [Gamelancer.com](https://www.gamelancer.com) to join our email subscribers list and receive press releases and newsletters directly to your inbox.

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**SOURCE:** Gamelancer Media Corp.