

Raf Keustermans

Co-Founder, CEO at Plumbee

London, United Kingdom, , GB

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Biography

Raf is a social games veteran with a background in gambling. He worked most recently as a strategic consultant for social and mobile game studios. Prior to that, Raf served as global marketing director for leading social game studio EA Playfish. Before Playfish, he headed up the European arm of EA's successful casual games platform Pogo.com. He also worked for advertising agencies like BBDO, Grey and Publicis and was leading the marketing teams for online gambling operator Unibet in Western Europe (2005-2008).

Availability

Keynote, Moderator, Panelist, Workshop

Industry Expertise

Gambling and Casinos, Computer Gaming, Social Media

Areas of Expertise

Social Games, Social Gambling/Social Casino, Gamification, Mobile Gaming

Event Appearances

User Acquisition Panel

Cloud Gaming Europe 2012

Social Gaming in 2015 - panel

Social Gaming Summit London

Gamification panel

Games for Brands

Growing Your Game on Facebook

Casual Connect Kyiv

Gamification

Social Media Marketing & Monitoring 2011

Monetizing Social Games
ICE Totally Gaming

Games and Marketing - What's The Score?
LBS Marketing Club

Education

Universiteit Antwerpen

Sint-Gummarus College Lier

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