

Boss Bunny Games appoints Michael Wombwell to its Board of Directors

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Boss Bunny Games, a Dubai-based mobile games developer and publisher, today announced the appointment of Michael Wombwell to its Board of Directors. This follows the recent appointment of Former Chairman and CEO of PlayStation EMEA, David Reeves, to the company's Board, and is part of Boss Bunny's plans to expand and strengthen its leadership team.

Michael is considered by many as one of the founding figures of the video games industry in the Middle East and was instrumental in bringing the region to the attention of global developers and publishers. In 1996, he founded Red Entertainment Distribution and led it to become the largest video game distributor in the Gulf, representing AAA video game Publishers such as Electronic Arts, Activision Blizzard, Ubisoft, SEGA, Warner Brothers and Take 2. Prior to founding Red, Michael worked in leading consumer brands such as MARS and Gillette-Braun.

Michael sold RED in 2016 and is now CEO of DEVCO - a B2B and B2C Digital Entertainment and Technology company based in Dubai - and is a board member of two UK-based companies providing e-commerce and retail analytics.

"Michael is an invaluable addition to the Boss Bunny family," commented Aziza Alahmadi, Chairwoman and Founder of Boss Bunny. "He is a pioneer and highly instrumental in building the video game industry in the Middle East and has been part of all its major milestones. His invaluable experience and insights will tremendously elevate Boss Bunny's proposition."

Commenting on his appointment, Michael added "I am delighted to join an ambitious and unique organisation like Boss Bunny. The region holds numerous opportunities and endless potential to further grow our industry and I am excited to be working closely with many familiar faces and talents to further elevate the mobile games landscape in the region."

In addition to Michael Wombwell and David Reeves, the Boss Bunny Board also includes Marketing Director Annabel Bristow, CEO and Co-Founder Geraint "G" Bungay, and Chairwoman and Founder Aziza Alahmadi.

Boss Bunny is a strong team of regional and global video game development & publishing specialists who will contribute to the ever growing GCC & MENA mobile game industry. The studio is spearheaded by Chairwoman and Founder Aziza Alahmadi and CEO and Co-Founder Geraint Bungay.

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Company Contact:

[Abdulkarim Samaan](#)

T. 0097144257967

E. abdulkarim@thc.xyz

W. <http://www.thc.xyz>

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