

Nicholas Lovell

www.nicholaslovell.com

A seasoned games and new media executive with a strong track record in finance, operations and strategy

CURRENT POSITIONS

- GAMESBRIEF**
Director & Founder
- Providing financial and strategic advice focusing on online sales, monetisation and marketing.
 - Clients include Atari, Channel 4, ChannelFlip, Firefly, Huddle and Rebellion
- NDREAMS**
Non-executive
- nDreams is an innovative games developer creating targeted casual games and alternate reality games
 - Board director providing strategic and commercial advice
 - Developed new business line to create branded games for large advertisers

EMPLOYMENT HISTORY

- MUSICSPACE TRUST**
Trustee and
Company Secretary
(2004-2008)
- The second-largest national charity that provides music therapists to help special needs children and adults to communicate, interact and develop
 - Trustee overseeing the Trust's transition from a single monolithic organisation to several smaller independent branches
- GAMESHADOW**
CEO
(Mar 06 - Feb 08)
- GameShadow is an online community of over 1 million gamers, with personalised, automated recommendations for patches, trailers, demos and free content
 - Became CEO in March 2006 after two years of influencing strategy as a non executive director
 - Implemented strategy to migrate from subscription-based to free service, increasing revenue ten-fold to over £250,000
 - More than doubled registered users to 600,000 in first 12 months
 - Managed team of ten staff plus freelancers in two locations
- LODESTAR PARTNERS**
Director & Founder
(Jan 03 - Jun 06)
- Provided strategic and financial consultancy to companies involved in the games or games-related industries – whether PC, console or mobile based or on-line
 - Advised on capital raising, acquisitions, disposals and corporate strategy
 - Advised Vis Entertainment plc on its acquisition by BAM Entertainment Inc for \$14m and Codemasters on the sale of 40% of the company to Benchmark Capital
 - Clients included SCi/Eidos, Talpa Capital, Deutsche Bank, Blitz Games, GameShadow, Argonaut and Kuju
- DEUTSCHE BANK**
Director, Media
Group, Investment
Banking Division
(Oct 01 - Jan 03)
- Originated and executed media corporate finance business, including mergers and acquisitions, public and private equity and debt issues
 - Analysed the strategic/financial issues facing individual companies in the media industry, particularly video games, publishing and advertising
 - Advised on capital raising, market conditions and timing for investment, and appropriate structures for acquisitions and disposals
 - Negotiated and executed transactions including the Eur690m convertible bond issue for Publicis and advice to Vivendi Universal on the restructuring of Canal +
 - Joint management responsibility for team of twenty

SHOPSMART
CFO & Company
Secretary
(Mar 00 - Feb 01)

- Board level director with complete responsibility for all finance issues including raising finance from external shareholders, M&A activity, internal reporting and controls, budgeting and accounting
- ShopSmart.com was the UK's leading shopping portal with a staff of 60
- and approximately 500,000 monthly users
- Oversaw the expansion of internal systems and external relationships as the company grew from turnover of £200,000 in 1999 to £2.2m in 2000
- Direct management responsibility for finance team of six
- Negotiated strategic investment with AOL and Walmart to take a 22.5% stake in ShopSmart in return for Walmart's competing portal, marketing and cash

DEUTSCHE BANK
Internet Content
Equity Research
Analyst
(Jun 99 - Mar 00)

- Led Deutsche Bank's research and investment recommendations for European public Internet companies
- Deutsche Bank was ranked No 1 for "Understanding of the New Economy" in the Primark Extel Survey 2000
- Pitched for and executed initial public offerings of Lycos Europe, pan-European internet portal (€672m); LibertySurf, French Internet portal (€520m); Pixelpark, German web design house (€59m); Freenet, German Internet portal (€117m)

DEUTSCHE BANK
Vice President,
Media Group, IBD
(Sep 94 - Jun 99)

- Transactions included the IPOs of FortuneCity.com, the first pure consumer Internet stock to list in Europe and Computec, the leading German publisher of magazines aimed at the entertainment software market

EDUCATION

**OXFORD UNIVERSITY
WESTMINSTER
SCHOOL**

- BA (Hons) in Modern History (2:1) at Lady Margaret Hall
- 4 A-levels (Mathematics A, Physics A, History A, Further Mathematics D)
- 2 AO-levels, 8 GCSEs, 2 O-levels (7 As, 5 Bs)

INTERESTS AND ACTIVITIES

SAILING

- I own a 36' sailing yacht (Tripitaka) moored in Alcudia and skippered her for 2,700 miles around the Mediterranean from May-Sept 2001

WRITING

- I maintain a sailing website at www.sailinmallorca.com
- I blog about the business of games at www.gamesbrief.com. In the first 12 months, *GAMESbrief* has achieved 25,000 monthly unique visitors.
- I write both analysis and fiction. Articles have been published in *MCV* and *Develop* (trade magazines), *Wired*, *Pyramid* (role-playing magazine) and *Practical Boat Owner* (consumer magazine).
- I have published a fictional website at www.greatscourge.com
- At university, I was the editor of *Oxford Student*, Oxford's largest student newspaper.

PERSONAL DETAILS

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		Nationality	British