

Speaker Bio

Swrve New Media

Hugh Reynolds
CEO and Co-founder
Swrve New Media



Hugh is the CEO and co-founder of game personalization platform, Swrve (www.swrve.com). He has been building innovative game technology businesses for the last 15 years. Hugh co-founded games special effects company Havok.com in 1998. Over the next 7 years the company grew from a small start-up to an Emmy Award winning juggernaut. Havok was acquired by Intel Corp in 2007. In 2007 Hugh co-founded Kore and now Swrve is Hugh's third startup. Swrve aims to fill a critical gap in the market; enabling publishers and developers to deliver hyper-personalized experiences to players, deepening engagement and increasing revenue. Swrve's early access program is live on mobile, Facebook and SmartTV.