



**Peter Vesterbacka, CMO and Mighty Eagle, Rovio Entertainment Ltd.**

Peter Vesterbacka (born 1968) is the Chief Marketing Officer and Mighty Eagle of Rovio Entertainment Ltd., the company that created the wildly successful Angry Birds franchise and over 50 other games. Peter manages the company's business strategy, including expanding Angry Birds into a broader entertainment franchise.

In 2011 Time Magazine recognized Peter as one of the most influential people in the World in their TIME 100 Listing.

**Education**

Peter studied Marketing at Åbo Akademi

**Working Experience**

- **Founder of Some Bazaar**, a new approach to building and growing new businesses.
- Several communications industry related roles at **HP**. Peter also founded the **HP Mobile E-Services Bazaar**; a global innovation and corporate partnership program that Booz Allen Hamilton declared an industry benchmark.
- **Co-Founder and original initiator of MobileMonday**, a community that brings the players in the mobile ecosystem around the world together. From its humble beginnings in Helsinki, Finland, MobileMonday has grown to become the world's largest mobile community with a presence in every major city on every continent.

**Positions of Trust**

- **Member of the Board of Star Wreck Studios**
- **Member of the Board of StartUp Sauna**
- **Member of the Board of Bluegiga Technologies Ltd.**
- **Member of the Board of Oy Filmkompaniet Alpha Ab**
- **Member of the Board of the American Chamber of Commerce in Finland**