

## **Mistplay, a Leading Play-and-Earn and Game Discovery Platform for Mobile Gamers, Welcomes Nicholas Kerr as Vice President of Loyalty Programs**

**New York, NY — June 30, 2022** Renovata & Company is pleased to announce the placement of Nicholas Kerr as vice president of loyalty programs for Mistplay, a leading play-and-earn and game discovery platform for mobile gamers. Millions of players around the world engage with Mistplay to discover new games and get rewarded while playing.

Founded in 2015, Mistplay partners with mobile gaming publishers to grow their user bases and drive engagement through its game discovery engine and loyalty program, powered by the company's advanced machine learning platform. Across its more than 16 million users, Mistplay delivers a differentiated experience to high-value mobile gamers, along with a play-to-earn platform that rewards users for gameplay. This creates a mutually beneficial dynamic among game publishers, mobile gamers and reward partners. Mistplay has been included on Deloitte's North American Technology Fast 500 list of fastest-growing companies and is headquartered in Montreal, Canada.

Kerr was hired following a recent majority investment from GrowthCurve Capital—and he leads all aspects of loyalty and rewards to accelerate the company's next phase of growth. He is responsible for building a modern digital platform with a range of products and services that encourage gamers to visit and engage on the platform.

"Nicholas brings nearly 15 years of experience designing, implementing, and managing loyalty and rewards programs in the technology and telecommunications industries," says Mannie Gill, Renovata & Company partner. "Most recently, at Microsoft Rewards, he led the rewards program for Xbox."

Prior to Microsoft Rewards, Kerr was a senior marketing manager at Microsoft. Before that, also at Microsoft, he was a product marketing manager. He has held numerous marketing and loyalty management positions at companies including T-Mobile, AAPT, Deloitte and Touche, and Shandwick.

This appointment highlights Renovata & Company's depth and expertise as a search firm and advisor to the leading private- and growth equity-backed digital, SaaS, IoT companies, their boards, and investors across North America and Europe.

### **About Renovata & Company**

Renovata & Company is a global executive search and private equity advisory firm. We are trusted by financial sponsors, their portfolio companies, and public corporations to deliver transformational leaders and valuable investment insights. Renovata & Company's executive search activities are focused on the most complex search assignments—board-level mandates which include board directors, CEOs, CFOs and other C-suite executives, as well as investment professionals and Operating Partners—and we provide strategic counsel to clients across the technology, digital, business services, industrial, consumer and retail sectors. Renovata & Company has relationships with over 50 of the top 100 private and growth equity firms globally. Our private equity advisory services include diligence support, backable executive introductions and deal sourcing. We also make equity co-investments alongside our private equity clients through our investment affiliate, L Capital. We are privately held and operate from five offices across two continents: Boston, Hamburg, London, New York and San Francisco. [www.renovata.com](http://www.renovata.com)

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