

Games for Change Announces Leo Olebe as New Chairman of the Board

Olebe succeeds Asi Burak, who held the position of Chair for 10 years

NEW YORK, February 10, 2025—[Games for Change](#), the leading global nonprofit organization leveraging games and media for social impact, today announced the appointment of Leo Olebe as Chair of its Board of Directors. Olebe, currently Vice President of Global Partnerships at Xbox, succeeds Asi Burak, Chief Business Officer at Tilting Point, who has served as Chair for the past ten years and will continue to serve as a Board Member.

Leo Olebe brings a wealth of experience and leadership to his role as Chair of Games for Change. With over two decades in the gaming and entertainment industry, he has held prominent positions at global organizations, including serving as Global Head of Gaming at YouTube, Managing Director of Games at Google, and Senior Global Director of Games Partnerships at Facebook. Leo has shipped over 100 games from studios like BioWare, WB Games, Zynga, and Disney Interactive.



Leo Olebe, Chair of Games For Change

Throughout his career, Olebe has earned widespread recognition for his vision and his ability to cultivate meaningful partnerships that drive both creativity and impact. He is a passionate advocate for education and inclusion, consistently championing efforts to drive STEM and create a more representative gaming industry. His commitment to fostering innovation and building bridges across industries aligns perfectly with the mission of Games for Change, positioning him as a dynamic leader poised to guide the organization into its next era of growth and impact.

Asi Burak has left an enduring legacy at Games for Change through his nearly decade-long tenure as Board Chair and his previous five years as President. During his time as President, Asi led groundbreaking initiatives, including the award-winning *Half the Sky Movement Games*, inspired by the NYT bestselling book by Nicholas Kristof and Sheryl WuDunn. This initiative featured a Facebook game and three mobile games, alongside a PBS documentary and other multimedia assets, reached millions of players worldwide, raising both awareness and funding to advance women's rights and gender equality.

As Board Chair, Asi steered the organization through a period of extraordinary growth. Under his leadership, Games for Change cemented its status as the leading platform in the games-for-impact space and more than doubled its annual budget. The annual Games for Change Festival evolved into one of the industry's most influential events, with satellite convenings held around the world and now at the United Nations as well. Additionally, the organization's educational programs around game creation flourished, impacting over 50,000 students, more than 1,500 educators, and thousands of developers globally.



Games for Change
Susanna Pollack, President; Asi Burak, Board Member; Leo Olebe, Chair

"As we embark on this new chapter for Games for Change, I want to express my deepest gratitude to Asi Burak for his visionary leadership over the past decade, which has been pivotal in shaping G4C into the organization it is today," said Susanna Pollack, President of G4C. "We are excited to welcome Leo as our new Board Chair. His extensive knowledge of the gaming industry, exceptional ability to foster collaborative partnerships, and unwavering support for G4C make him the perfect leader to build on Asi's legacy and guide us into our next phase of growth and impact."

"Games for Change is remarkable in its ability to drive positive change globally through collaborations with leading universities, the United Nations, NGOs, game developers, and individuals worldwide," said Leo Olebe. "Susanna, Asi, and the entire team are extraordinary, and it is a great honor to join them on such a significant mission."

"As we reflect on this moment of transition, I couldn't be prouder of what Susanna Pollack and our team have achieved during this period. Games for Change has had a real impact on the gaming industry and its direction, and, more importantly, on the kids and adults who are playing digital games all over the world. We've partnered with Leo as a Board Member for a few years now, and there is no one more suited to lead the organization into its next phase of growth at a time when the role of games in our society is more relevant than ever."

Olebe assumed the role of Board Chair on February 6, 2025, and is working alongside G4C's leadership team and board to expand the organization's global initiatives. Recently announced new Board Members include Mark Stanley, Founder and Principal at Strategic Gaming Collective, Samir El Agili, CEO at Brandible Games, and Ben Golant, Senior Director of Global Video Game Policy at TenCent Americas.

About Games for Change

Since 2004, Games for Change (G4C) has empowered game creators and innovators to drive real-world change, using games and immersive media that help people learn, improve their communities, and contribute to making the world a better place. G4C partners with technology and gaming companies, nonprofits, foundations, and government agencies to run world-class events, public arcades, design challenges, and youth programs. G4C supports a global community of game developers using games to tackle real-world challenges, from humanitarian conflicts to climate change and education.

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