



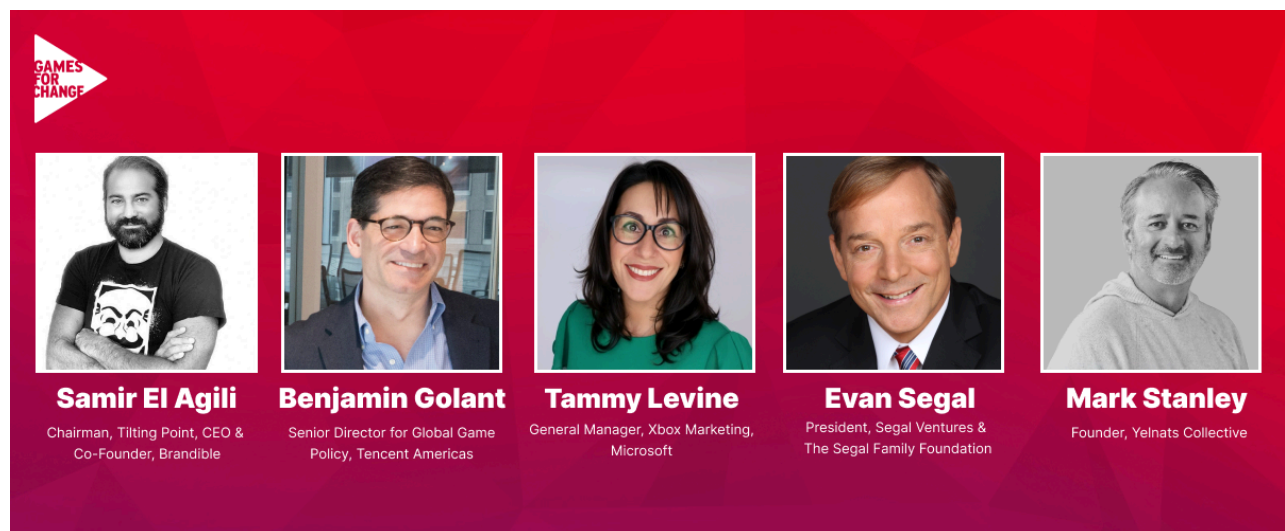
Games for Change Welcomes Five New Leaders to Growing Board

Executives from Microsoft and Tencent join the nonprofit's Board to strengthen cross-sector collaboration and unlock the full potential of games and immersive media for real-world impact

NEW YORK, June 9, 2025— [Games for Change](#) (G4C), the leading nonprofit organization dedicated to harnessing games and immersive media for social impact, announced the appointment of five new members to its Board of Directors. Together with the existing Board members, the newly expanded leadership team will guide G4C's next phase of growth, forging new cross-sector partnerships and deepening the organization's influence in education, health, and civic engagement.

New Board Members Include:

- Samir El Agili, Chairman, Tilting Point, CEO & Co-Founder, Brandible
- Benjamin Golant, Senior Director for Global Game Policy, Tencent Americas
- Tammy Levine, General Manager, Xbox Marketing, Microsoft
- Evan Segal, President, Segal Ventures and The Segal Family Foundation
- Mark Stanley, Founder, Yelnats Collective



The new members will serve alongside the current Games for Change Board including Leo Olebe (Board Chair), Founder and CEO of the Olebe Media Group (OMG); Asi Burak, Chief Business Officer at Tilting Point; Matthew Everitt, Partner and Fractional CFO at The Good CFO; Tracy Fullerton, Director of USC Game Innovation Lab and USC Games; Bruce Hack, Founder and CRO of BLH Venture LLC; Erik Huey, President of Platinum Advisors LLC; Alan Lewis, VP of Corporate Communications & Public Affairs at Take-Two Interactive Software;

Stephanie Lo, VP of Emerging Programs at Dalio Philanthropies; Amy Morhaime, Co-Founder of Dreamhaven; Stan Pierre-Louis, President and CEO of the Entertainment Software Association (ESA).

"As communities and organizations worldwide experience change at an unprecedented rate, Games for Change is needed more than ever. We stand at the intersection of creativity and purpose, clear-eyed about the unique co-creation and storytelling power of games to foster empathy and inspire the next generation of changemakers," said Games for Change President Susanna Pollack. "Individually, each of our Board members has worked to empower others through the power of play, not just as entertainment, but for education, entrepreneurship, and global progress. Collectively, the experience of our Board of Directors across marketing, policy, and philanthropy strengthens our ability to forge innovative partnerships and scale our impact in meaningful new ways."

This strategic Board expansion comes as Games for Change broadens its global presence, which includes scaling flagship initiatives like the [G4C Student Challenge](#) that reaches students in 76 countries, the annual [G4C Festival](#) in NYC that convenes thousands from around the world, and the Games & SDG Summit at the UN that bridges the gaming industry with global development agencies.

"Games for Change continues to tackle complex problems, and we are growing our Board with more creative problem solvers," said Games for Change Board Chair Leo Olebe. "Over my 25 years in the game industry, I've seen firsthand how games can transform lives, and how organizations can have an outsized impact when led by a thoughtful, passionate leadership team like this one. This expanded Board brings together the strategic insight, diverse experience, and bold vision that will accelerate the next chapter of Games for Change's global impact."

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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Games for Change Press Kit:

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