

Playtika Expands Leadership Team with Two Senior Hires: Chief Human Resources Officer and Global Head of Communications

Gili Brudno and Darlan Monterisi join to propel the company's growth

HERZLIYA, Israel--(BUSINESS WIRE)--Mar. 6, 2023-- Playtika Holding Corp. (NASDAQ:PLTK), a leading mobile gaming company, today announced two new senior hires at Playtika: Gili Brudno as Chief Human Resources Officer (CHRO) and Darlan Monterisi as Executive Vice President and Global Head of Communications.

As CHRO and a member of the management team, Brudno will oversee Playtika's global human resources strategy, building robust talent strategies and advancing the employee experience to progress Playtika's position as a premier employer. Brudno is a seasoned human resources executive with extensive experience in global, large-scale organizations, as well as startups. Most recently, she served as BioCatch's Chief People Officer, and previously served as SAP's VP HR for the Global Services Sales Business. Prior to that, Brudno worked at TEVA Pharmaceutical Industries in various senior positions.

Monterisi will lead corporate and brand communications, including reputation management, media relations, public affairs, corporate digital and content, and employee engagement, and she will serve as a trusted strategic advisor to fellow executives, partnering across all aspects of the business. Monterisi joins Playtika from artificial intelligence company Dataminr, where she led corporate communications and brand. A former public affairs officer with the U.S. Marine Corps, Monterisi brings more than 20 years of experience to Playtika, having led internal and external communications programs for companies including CA Technologies and Rockstar Games, as well as agencies Porter Novelli and Mullen.

"Gili and Darlan bring tremendous experience and perspective to Playtika," said Chief Operating Officer Shlomi Aizenberg. "The strengths of these exceptional leaders will advance Playtika among our diverse set of stakeholders, helping propel us in realizing our ambitious vision."

About Playtika

Playtika (NASDAQ: PLTK) is a mobile gaming entertainment and technology market leader with a portfolio of multiple game titles. Founded in 2010, Playtika was among the first to offer free-to-play social games on social networks and, shortly after, on mobile platforms. Headquartered in Herzliya, Israel, and guided by a mission to entertain the world through infinite ways to play, Playtika has employees across offices worldwide.

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