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**Izzy Neis Joins Metaverse Mod Squad as
Director of Digital Engagement and Strategy**

- Metaverse Mod Squad, the leader of managed digital services for social, enterprise, and gaming communities, announced today that family-centric online media expert, cookie connoisseur and pop aficionado Izzy Neis has joined the company as its Director of Digital Engagement and Strategy.
- Already a key member of the expanding Metaverse client services team, Izzy will continue to specialize in helping family-oriented brands build community and super engagement with customers and players online. Her expertise comes from earlier positions in education, marketing, brand management, and online safety, and privacy. She is a self-described human Muppet and a published author, writing a clever book on childhood potty training development. She is also a well-known digital entertainment industry blogger at www.izzyneis.com, which features an extraordinary collection of personalized avatars from the dozens of online games she has tested, studied and consumed.
- Previously, Izzy was Vice President of Community and User Engagement at Fight My Monster and Vice President of User Engagement at Everloop. As Director of User Engagement of Gazillion Entertainment, Izzy developed community initiatives and safety policy, built departments of well-trained moderation and customer support staff, and developed, implemented and managed social media strategies for multiple games and brands. Like many of the company's talented professionals, she started her career as a moderator and user engagement manager.
- "I had this really great quote about Izzy and her 'extensive knowledge of how brands operate in mobile and social environments, especially those affecting kids, youth, and families,' and how it 'elevates the company's unparalleled expertise in this space to a whole new level,'" said Metaverse CEO Amy Pritchard. All of that is true, but what I really want to say is that Izzy is pure brilliant goofiness," she added.



- Izzy's LinkedIn profile is www.linkedin.com/in/izzyneis and she tweets as @IzzyNeis. She can be reached at hi@metaversemodsquad.com.

QUOTES (via LinkedIn):

Amy Jussel

Founder/Exec. Dir. of ShapingYouth.org

"Izzy is my online expert and 'go to gal' for all aspects of kids' Internet communities. Her rapid-fire brainpower and personable writing style assess, distill, and analyze complex information into understandable nuggets that address core concerns in the digital arena. From moderated chat, age verifications and site safety to the fun factor and kid appeal of the site itself, her recommendations are gold for Shaping Youth."

Joe Bose

VP, Digital Platform at Electronic Arts

"I have never met a person with more passion and expertise about kid/tween online communities and their safety. I can attest from first hand experience that her excellent reputation in the field is well deserved. Izzy was one of the first employees at Six Degrees Games and consistently advocated for the end user in all product discussions. She is a team player who is not afraid to get her hands dirty and would be valuable in any type of organization dealing with media and tween demographic."

Jason Robar

Game Industry / Startups at enterpriseSeattle

"Izzy is one of the most knowledgeable and dedicated individuals in our business. She is passionate and well-spoken and understands the community of customers better than almost anyone."

ABOUT:

Metaverse Mod Squad is the leader in managed digital services for enterprise, social, and gaming communities. From pre-launch development to post-launch excitement, it works with marquee brands and operators to engage users and promote online services and products. Its services include moderation, customer support, community management, social media services, and QA. It maintains a team of professional staffers around the world in several languages, a 24/7 operations center in Sacramento, California, and an office in Brooklyn, New York. www.metaversemodsquad.com.

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