

## Richard J. Krueger - Bio

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### About Me

Recognized as a serial entrepreneur with extensive business development, advertising, relations, licensing and business management experience, Richard has a successful track record leading the business strategies on behalf of cutting-edge interactive entertainment companies. He has served as founder, CMO, and part of the original management teams of companies that brought true innovation in the areas of mobile and online gaming, rich-media advertising and networking.

### Current Entrepreneurial Activity

[Palavon, Inc.](#) Co-founder of Voice 2.0 company, providing social networks with VOIP solutions

[TellByCell, Inc.](#) Co-founder of SMS/MMS mobile gateway company, providing mobile content distribution services on behalf of mobile and traditional publishers.

[Mobile Phone Applications, Inc.](#) (MOPHAP) Marketing consultant to mobile ad server platform publisher network start-up. Company has developed industry-leading mobile interstitials.

[Kasparov Chess Foundation](#) Oversee marketing and fund raising for World Chess Champion (Garry Kasparov's non-profit chess education Foundation).

[Hit Start, Inc.](#) Co-founder of technology marketing consultancy. Oversee buzz/viral marketing campaigns for leading technology clients, including Alltel, Microsoft Xbox and Intel.

[Dropink Studios](#) Co-founder of interactive design / brand marketing / licensing agency.

### 15 Minutes of Fame

[Ludia, Inc.](#) (2006 – present) Oversee licensing partnerships on behalf of Canadian-based video game developer, including Fremantle Media, Granada Productions, NBC, etc.

[Boonty.com](#) (2005) Served as CMO for leading casual games download service.

[Kasparov Chess Online](#) (2000) Launched chess portal on behalf of world chess champion.

[Pathfinder.com](#) (1995) Served as spokesperson for Time Inc.'s Pathfinder portal.

[LocalEyes.com](#) (1997 - 1998) Served as Marketing Dir. For first geo-topical search engine.

[Sony USA](#) (1990 - 1992) Oversaw public relations for Sony USA.

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