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World of Play 2020

Speaker Profile



Mr Simo Hämäläinen
Senior Vice President, Brand Licensing of Rovio Entertainment Ltd

Bio

Simo Hämäläinen is the head of Rovio's Brand Licensing that manages both Consumer Products and Content Licensing. Simo has been with Rovio for over five years and was the VP of Marketing and Promotions before taking over as the head of all Rovio licensing operations. Simo has a wealth of experience in working with big consumer brands. Prior to joining Rovio he held several sales and marketing roles at Heineken over a period of seven years, working with brands like Heineken, Sol, Fosters and Pepsi. Simo holds a Master's degree in industrial engineering and management.

Company intro

Rovio Entertainment Corporation is a Finnish, games-first entertainment company, that creates, develops and publishes mobile games and acts as a brand licensor in various entertainment and consumer product categories. The Company is best known for the global Angry Birds brand, which started from a popular mobile game in 2009.

The Company offers multiple mobile games, has produced The Angry Birds Movie, which opened number one in theatres in 50 countries, and licenses the Angry Birds brand to consumer products and other entertainment content. The sequel to the animated blockbuster movie is planned to hit cinemas in September 2019. Rovio is headquartered in Espoo, Finland, and has operations also in US, UK, Sweden and China.