



Mobile Games Talent Intelligence

H1 2024



Neon River is a headhunting firm, founded by Peter Franks that specializes in working with mobile games companies around the world.



From the early days of mobile gaming, Peter has worked with many different mobile games companies as clients.

Typically we work with clients on “C”, “VP” and “Director”-level searches, often across key functions like marketing, product management, engineering, design and finance.



If you'd like to get in touch, please email us at hello@neonriver.com

Our list of the Top 30 Leaders in mobile gaming can be found [here](#)
















We have only used data on employees based in Europe, Middle East and Africa (EMEA) and candidates based outside of these geographies are not counted as part of our statistics.

The data in this report is based on data from LinkedIn and it is worth noting that whilst many people have a LinkedIn profile, not every employee of every mobile games company has an accurate, up to date profile. It is best therefore to view the statistics within this report as being indicative of patterns and trends rather than being wholly accurate and complete statistics to be taken as fact.











The data used in this report has been collated during June 2024, and we will provide updated reports every six months.

We hope you find the report to be interesting and if you have any feedback or suggestions for future editions, please email peter@neonriver.com

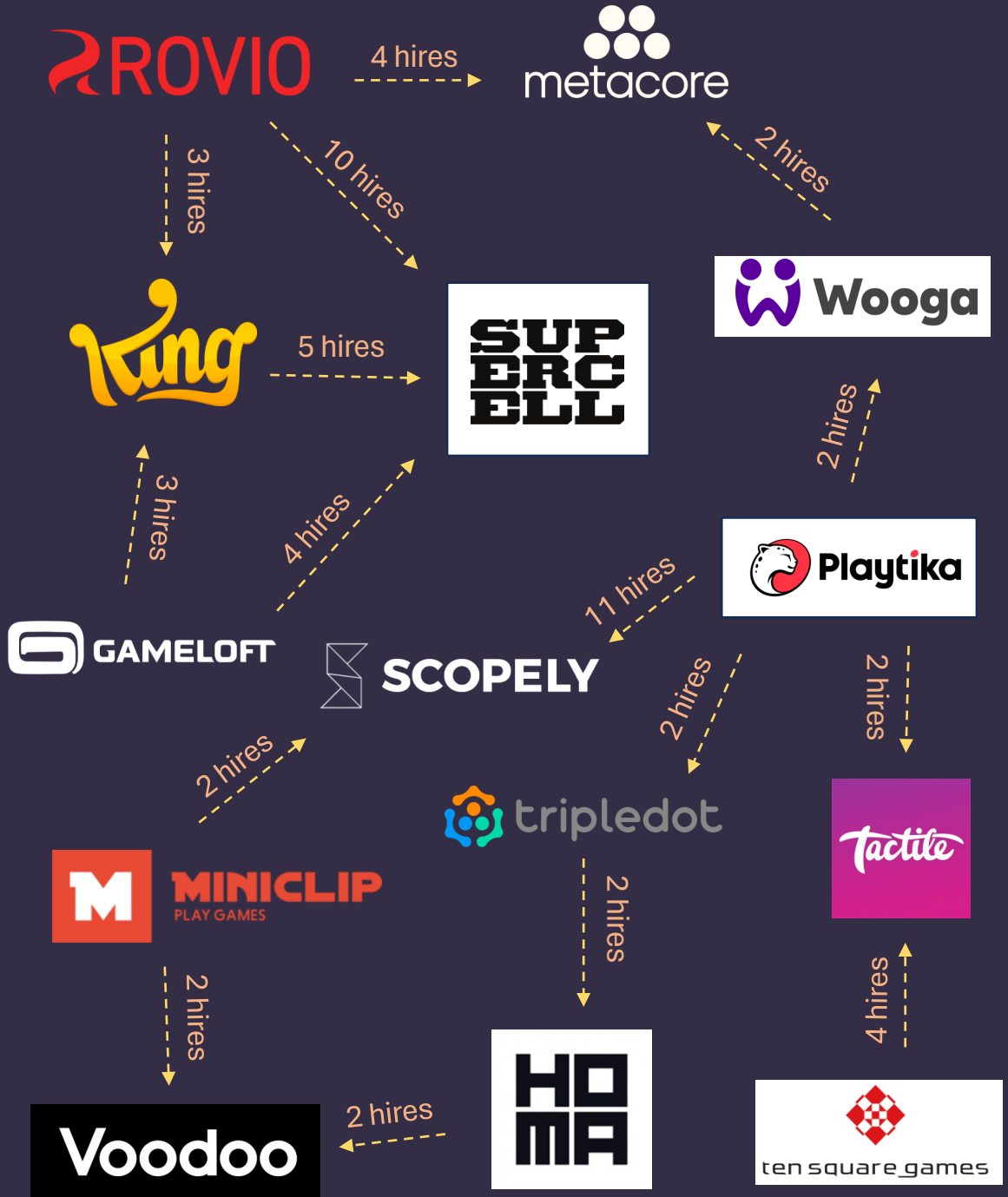
Employee Growth Top 5 Companies

		Number of Employees	YoY %
		234	 57%
		1,124	 34%
		232	 28%
		303	 27%
		541	 25%

Employee Retention Top 5 Companies

		Attrition (Employees leaving in last 12 months)
		5%
		6%
		6%
		7%
		10%

Talent Flows





3,236 employees
(in EMEA)

▼ 5% YoY

19% Attrition
(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Scopely	11
EasyRocket	7
Webiz International	4
Fiverr	4
SuperPlay	4

Hired Talent from:
(last 12 months)

Azerion (acq.)	32
EPAM Systems	7
Beach Bum	5
Amdocs	5
KPMG	4

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Engineering	36%
Art and Design	11%
IT	11%
Product Management	6%
Operations	5%

Most hires by location
(last 12 months)

Tel Aviv	159
Warsaw	76
Romania	39
Central Israel	39
Netherlands	33



835 employees (in EMEA)
 ▲ 34% YoY

5% Attrition
 (employees leaving in last 12 months)

Talent Flows

Lost talent to:
 (last 12 months)

Teatteri	1
Bunq	1
Webtoon	1
Studio Zmei	1
F-Secure	1

Hired Talent from:
 (last 12 months)

Rovio	10
Outfit7	5
King	5
Gameloft	4
Epic Games	4

Talent Intelligence

Most popular functions:
 (by percentage of workforce)

Engineering	17%
Art and Design	15%
IT	9%
Operations	6%
Marketing	5%

Most hires by location
 (last 12 months)

Helsinki	123
London	13
Kenya	8
Istanbul	6
Madrid	5



3,160 employees
(in EMEA)

 8% YoY

7% Attrition
(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Supercell	5
Noid	4
Scopely	4
Goals	2
The Lego Group	2

Hired Talent from:
(last 12 months)

Klarna	5
Google	4
H&M	3
GameHouse	3
Gameloft	3

Talent Intelligence

Most popular functions:
(by percentage of workforce)


Engineering	23%
Art and Design	13%
Operations	7%
IT	6%
Product Management	4%

Most hires by location
(last 12 months)

London	66
Stockholm	63
Barcelona	51
Nigeria	17
UAE	12



234 employees (in
EMEA)

 57% YoY

6% Attrition

(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Next Games	2
Dive	1
Small Giant Games	1
DieNo Games	1
CosmoUniverse	1

Hired Talent from:
(last 12 months)

Pinata (acq.)	13
Rovio	5
Ubisoft Redlynx	3
Wondershop	3
Papukaya	2

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Art and Design	30%
Engineering	21%
IT	8%
QA	7%
Marketing	7%

Most hires by location
(last 12 months)

Helsinki	76
Berlin	7
Tampere	3
Stockholm	2
Serbia	1



MINICLIP
PLAY GAMES

565 employees (in
EMEA)

 3% YoY

11% Attrition

(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Mr Kite	2
Arkadium	2
Scopely	2
Capital.com	2
Voodoo	2

Hired Talent from:
(last 12 months)

Gympass	1
Rortos	1
Bayer	1
Rollic	1
FRVR	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Engineering	27%
Art and Design	17%
IT	13%
QA	6%
Product Management	4%

Most hires by location
(last 12 months)

Lisbon	29
London	14
The Randstad	4
Genoa	2
Derby	2



517 employees (in
EMEA)

▼ 4% YoY

16% Attrition

(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Supercell	10
Sequel Games	7
Metacore	4
Small Giant Games	3
King	3

Hired Talent from:
(last 12 months)

Epidemic Sound	1
Aiven	1
Playstack	1
Mytona	1
DISQO	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Art and Design	30%
Engineering	19%
IT	10%
Marketing	9%
Communications / PR	6%

Most hires by location
(last 12 months)

Helsinki	26
Stockholm	17
Barcelona	7
Copenhagen	1
Tampere	1



303 employees (in
EMEA)

 25% YoY

19% Attrition
(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

TapNation	3
Voodoo	2
Google	1
Papernest	1
Quiet	1

Hired Talent from:
(last 12 months)

Rollic	6
Popcore	5
BoomBit	3
Voodoo	2
Tripledote	2

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Engineering	19%
Art and Design	12%
Operations	9%
IT	7%
Communications / PR	7%

Most hires by location
(last 12 months)

Paris	22
Iran	10
Barcelona	8
Istanbul	6
UAE	3



349 employees (in
EMEA)

 8% YoY

6% Attrition
(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Trailmix	4
Metacore	2
Airborn Studios	1
Scopely	1
Playtika	1

Hired Talent from:
(last 12 months)

Kolibri Games	4
Playtika	2
Gamezop	1
Chimera	1
Qube	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Art and Design	32%
Engineering	21%
IT	8%
Communications / PR	6%
Product Management	6%

Most hires by location
(last 12 months)

Berlin	41
Hamburg	2
Stockholm	1
London	1
Prague	1

playrix

1,221 employees
(in EMEA)

 3% YoY

19% Attrition
(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Belka Games	7
Playgendary	6
Voki Games	3
Playkot	2
Redbark Studio	2

Hired Talent from:
(last 12 months)

Wargaming	7
EPAM Systems	6
Mytona	6
Ayem	4
Yandex	4

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Art and Design	36%
Engineering	19%
IT	8%
QA	8%
Communications / PR	5%

Most hires by location
(last 12 months)

Serbia	82
Russia	18
Cyprus	17
Montenegro	17
Ireland	13



232 employees (in
EMEA)

 27% YoY

14% Attrition
(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Carwow	1
Electra Games	1
Pine Games	1
Moon Active	1
Gram Games	1

Hired Talent from:
(last 12 months)

Ruby Games	3
Ace Games	3
Good Job Games	3
Mangorama	2
396 Animation	2

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Art and Design	34%
Engineering	23%
Marketing	11%
Sales	7%
Product Management	4%

Most hires by location
(last 12 months)

Istanbul	56
London	3
Izmir	2
Ankara	2
Eskisehir	1



275 employees (in
EMEA)

▼ 7% YoY

23% Attrition
(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

EY	2
BoomBit	2
Techland	2
Playtika	1
Sabre Interactive	1

Hired Talent from:
(last 12 months)

BNY Mellon	2
Teyon	1
Forever Ent.	1
Hero/dot	1
Segafredo	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Art and Design	32%
Engineering	22%
QA	8%
IT	7%
Business Development	5%

Most hires by location
(last 12 months)

Wroclaw	19
Poznan	1
Cracow	1
Rzeszow	1
Barcelona	1



1,673 employees
(in EMEA)

▼ 4% YoY

15% Attrition
(employees leaving in last 12 months)

Talent Flows

Lost talent to:
(last 12 months)

Fortis Games	17
Scopely	4
Supercell	4
Kwalee	2
Maximum Ent.	2

Hired Talent from:
(last 12 months)

Ubisoft	5
Criteo	2
Game Ace	2
Releva	1
Microsoft	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Art and Design	22%
Engineering	21%
QA	15%
IT	6%
Marketing	5%

Most hires by location
(last 12 months)

Ukraine	43
Paris	25
Sofia	22
Romania	12
Madrid	7



365 employees (in
EMEA)

 2% YoY

15% Attrition

(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Electric Square	2
Trendyol	2
Socialpoint	2
Evoke	1
Netflix	1

Hired Talent from:
(last 12 months)

Wildlife Studios	5
Hespiburada	2
Jotform	2
Libra Softworks	1
NBCUniversal	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)


Engineering	16%
Art and Design	12%
Marketing	8%
IT	8%
Operations	5%

Most hires by location
(last 12 months)

Istanbul	14
London	10
Barcelona	6
Ireland	3
Tel Aviv	3



1,124 employees
(in EMEA)

 28% YoY

10% Attrition
(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

King	3
Fortis Games	2
Tripledote	2
loconic	2
Socialpoint	2

Hired Talent from:
(last 12 months)

Playtika	11
Omnidrone (acq.)	6
Gameloft	5
Zeptolab	4
Popcore	4

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Art and Design	16%
IT	12%
Engineering	8%
Product Management	8%
HR	5%

Most hires by location
(last 12 months)

Barcelona	135
Tel Aviv	25
London	23
Seville	19
Madrid	13



293 employees (in EMEA)

▼ 11% YoY

26% Attrition
(employees leaving in last 12 months)

Talent Flows

Lost talent to:
(last 12 months)

Scopely	2
AppQuantum	2
Homa	2
Hutch	2
Moo	1

Hired Talent from:
(last 12 months)

Playtika	2
Scopely	2
Zynga	1
Freeport Metrics	1
Playgendary	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)


Engineering	27%
Art and Design	23%
IT	8%
Product Management	6%
Marketing	6%

Most hires by location
(last 12 months)

Warsaw	21
London	13
Barcelona	9
Belarus	2
Cracow	1



219 employees (in EMEA)

 13% YoY

12% Attrition
(employees leaving in last 12 months)

Talent Flows

Lost talent to:
(last 12 months)

SYBO	1
Eddaheim	1
Nederlander	1
Rovio	1
Skjaldborn	1

Hired Talent from:
(last 12 months)

Kiloo	5
Ten Square Games	4
Magic Games	3
Playtika	2
The Digital Factory	2

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Art and Design	35%
Engineering	28%
QA	8%
IT	5%
Marketing	5%

Most hires by location
(last 12 months)

Copenhagen	43
Istanbul	3
Cyprus	2
Wroclaw	2
Warsaw	1



182 employees (in
EMEA)

▼ 10% YoY

34% Attrition
(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Playrix	3
AdQuantum	2
Lesta Games	2
Saber Interactive	2
Alpecs	1

Hired Talent from:
(last 12 months)

Playgendary	4
AlexPlay	2
Unlock Games	1
iLogos	1
IBM	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)


Art and Design	32%
Engineering	26%
Marketing	6%
IT	5%
HR	5%

Most hires by location
(last 12 months)

Cyprus	11
Russia	10
Montenegro	6
Serbia	6
Belarus	6

Voodoo

541 employees (in EMEA)

 13% YoY

23% Attrition

(employees leaving in last 12 months)

Talent Flows

Lost talent to:
(last 12 months)

Mad Mango Games	2
Homa	2
Otium Capital	1
FRVR	1
Alan	1

Hired Talent from:
(last 12 months)

YSO Corp.	4
Zeptolab	4
Popcore	3
Jam.gg	3
Bandai Namco	3

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Engineering	29%
Art and Design	18%
IT	8%
Communications / PR	6%
Marketing	5%

Most hires by location
(last 12 months)

Paris	92
Barcelona	16
Istanbul	2
Berlin	1
London	1



Next Generation Executive Search