



ÜberStrategist Team Bios

Executive Team

MARIO R. KROLL - FOUNDER & PRESIDENT

A passionate gamer since the Atari 2600 days, Mario R. Kroll traded US military and top-ten accountancy business analyst stints for a twenty-five-year marketing and public relations career in gaming — and has never looked back. In addition to founding strategy gaming website Wargamer.com – now owned and operated by Network N – he rebooted and led Kalypso Media’s North American and Asian business units from 2010 to 2013.

In early 2014, Mario founded Raleigh-based ÜberStrategist, with the goal of creating a collaborative, agile, and creative agency that consistently delights gaming and technology clients while providing a thoroughly enjoyable and rewarding workplace for our industry’s best and brightest.

CAROLYN CRUMMEY - CMO/CPO

Carolyn CrummeY, based in Raleigh, NC, joined ÜberStrategist in 2022 through the acquisition of her company VirTasktic - a content marketing agency serving small and medium-sized enterprises founded in 2011. Carolyn has a dual role serving both as our Chief Marketing Officer (CMO), in which she is tasked with overseeing the overall strategy and execution of ÜberStrategist’s marketing efforts and leading content marketing efforts for our clients. She is also the Chief People Officer (CPO) and is responsible for overseeing all human resource functions within the agency.

Carolyn brings over 25 years of business strategy, marketing, and operational experience to our team. Prior to starting her own agency, she spent over a decade as a Director of Operations, overseeing all operations, marketing, and administration that supported a company's 34+ million in sales. As the owner and CEO of VirTasktic, Carolyn worked directly with clients to develop and implement effective marketing strategies that enhanced their online presence. This included strategies around website content and UI/UX, content development, lead generation and conversion, and social media.



LYNDSEY LAMB - CHIEF FINANCIAL OFFICER

Lyndsey Lamb, originally from southern Virginia but currently nestled in sunny San Diego, CA, is ÜberStrategist's Chief Financial Officer. Lyndsey holds a Master's degree in Accounting and has been in the accounting industry for over a decade. She currently holds a CPA license and has spent the majority of her career working with small businesses or in governmental accounting. Lyndsey has been with ÜberStrategist for over two years and has had a front-row seat to the amazing impact the team is having on the PR industry. Aside from focusing on daily accounting transactions, Lyndsey also assists the team in understanding and projecting the financial impact of both short and long-term goals for the company.

When she's not the ringleader of Finances, Lyndsey can usually be found on the sidelines of the baseball field, gymnastics floor, or soccer field, cheering on her kids, Aiden, 7, and Kimber, 4. She also enjoys catching a baseball game to cheer on her local San Diego Padres or enjoys a nice craft beer with her husband, Stephen. Any spare moment she may find that's free, she enjoys going for a run, working out, or having a nice chat with family and friends.



LEADERSHIP TEAM

IAN MULLER, DIRECTOR OF OPERATIONS, TABLETOP GAMING

Ian E. Muller, based in Atlanta, GA, joined ÜberStrategist in July of 2023 as an independent consultant for their Tabletop Gaming branch. In October of 2023, he became a full-time employee, taking on the role of Director of Operations and Manager, Tabletop Gaming. In his dual role, Ian is tasked with overseeing the agency's overall operations and supporting and expanding the strategy and execution of ÜberStrategist's efforts in the tabletop gaming space, especially in the TTRPG industry.

Ian brings over 14 years of marketing and operational experience, as well as three decades of experience in the tabletop gaming industry, to our team. Prior to starting his own company - Gehenna Gaming - he led the brand creation and marketing strategy for startups in the biometric security space and worked in the technology sector as an independent marketing consultant. Prior to that, Ian drove creative and content marketing efforts for a variety of B2B and B2C businesses in tech, tourism, and education for several years. As the owner and CEO of Gehenna Gaming, Ian works with a small but talented team of content creators, producers, and creatives to develop innovative horror TTRPG stories and entertainment content and manages organized play at events across the United States.

Ian is an avid gamer, playing in weekly tabletop gaming sessions with his friends and family when he isn't playing video games or streaming on Twitch & YouTube. Outside of work and gaming, Ian can be found camping or hiking across Georgia, in his kitchen experimenting with new cuisines, or blasting music while curled up with his cats and dogs while reading.

JESSICA TIMMS - DIRECTOR, PUBLIC RELATIONS SERVICES

Jessica Timms, based in California's Central Valley, is ÜberStrategist's Director of Public Relations Services. Her leadership and commitment to stellar results have been instrumental in securing dozens of high-profile clients and projects since her joining the team in 2018.

Jessica, while overseeing our public relations vertical, heads up clients Atari and Assemble Entertainment and has worked on notable accounts, including Wargaming, Tencent, Lilith Games, PLAION, Gameforge, White Wolf Publishing, and Nightdive Studios. In addition, Jessica has supported non-profits, including The AbleGamers Foundation and the Jimmy Fund Let's Game initiative at Dana-Farber Cancer Institute. Jessica expertly balances our internal operations, team training, client onboarding and success measurement, and ensures that our work is of the highest quality.

When she's not working on games, Jessica enjoys single-player RPGs like Skyrim, Red Dead Redemption, Bioshock, The Witcher, and a plethora of Soulslike titles. When she's feeling competitive, she throws down as Junkrat in Overwatch.



SAMANTHA ROBERTELL - MARKETING MANAGER

Sam Robertell is based in Detroit, MI, and joined ÜberStrategist as Marketing Manager in June of 2023. Sam's role is to manage the content marketing, social media, and community management verticals and also support the CMO and other departments in executing strategic marketing initiatives for ÜberStrategist and its clients.

Sam has over a decade of experience in the gaming industry. From running online Call of Duty tournaments in 2011 to attending events such as E3, PAX, and DreamHack, she's watched and experienced the gaming world grow. Most recently, she spent three years as a marketing manager at an NPO to bring video games to children in hospitals, combining her love of gaming with her eagerness to help others. She amplified patient stories through the brand voice, conceptualized and created fundraising event identities, and worked alongside partners to create moments of joy in hospitals around the world.

Alongside gaming, Sam loves to spend her time rock climbing, adventuring, traveling, and searching for new restaurants. Her year is not complete without an outdoor climbing trip to her favorite place, Red River Gorge, KY. If Sam isn't traveling, you can typically find her at home, cuddling with her cat, Momo, and reading a (probably) good book.

ALEXA TURNES - MANAGER, EVENT SERVICES

Alexa Turnes, based in Wales, United Kingdom, is the Manager of Event Services for ÜberStrategist, with over 20 years of experience, including sales and production for the MCV Awards, British Inspiration Awards, RockStar Bands, and all international events and both design and builds for UKIE in San Francisco and Cologne, for GDC and gamescom respectively.

After growing the MCV Awards and launching the British Inspiration awards, Alexa joined UKIE, growing the UK gamescom booth from 20 exhibitors in its infancy to showcasing over 10 organizations across a 10,000-square-foot space. Working with a wide range of developers and publishers, Alexa gained valuable experience in forming relationships with small developers to large international publishers, including Activision Blizzard, Codemasters, Jagex, and Microsoft.



JAKE UMPLEBY - SR. MANAGER, INFLUENCER SERVICES

Jake Umpleby is an Influencer marketing whizz leading the strategy and vision of the Influencer marketing services at ÜberStrategist! Nestled in the dynamic hub of Toronto, ON, Jake has leaped into the role of Senior Manager of Influencer Services, marking a spectacular chapter in his career and our agency's evolution. From a stellar journey of a world-class pro gamer to orchestrating symphonies of strategic and scalable influencer campaigns, Jake isn't just seasoned - he embodies a riveting blend of strategic foresight and authentic passion for the gaming universe.

With over a decade under his belt in the influencer and gaming industry, Jake has intricately navigated through roles as a talent agent and marketing director, managing multi-million dollar budgets and guiding creators with millions of fans through bespoke campaigns. His methodologies, rooted deeply in adaptability and ingenuity, champion unique influencer integrations, ensuring campaigns don't merely touch base but resonate profoundly with audiences. Jake's prowess extends beyond orchestrating digital campaigns; he merges strategy and creativity to forge unforgettable connections between clients, creators, and their audiences.

Behind the screen, Jake's heart beats passionately for gaming, competition, and innovation, forming an intrinsic part of his identity and fueling his drive to create and innovate within the digital domain. Yet, he equally relishes tranquility in the outdoors, finding balance and refreshment amid nature's embrace. Jake is not just a strategic maestro; he is a narrative of commitment, expertise, and vibrant passion, now sculpting unparalleled influencer marketing experiences at ÜberStrategist.
