

## **Version1 promotes Annie Scott Riley to Chief Marketing Officer; Jake Trobaugh to Vice President, Head of Esports and Acquisitions**

**Eagan, Minnesota – February 3, 2022** – [Version1](#), the professional esports organization based in Minnesota, is announcing **Annie Scott Riley** has been promoted to Chief Marketing Officer from her position as Vice President of Marketing and Creative and **Jake Trobaugh** has been promoted to Vice President, Head of Esports and Acquisitions from his role as Director of Esports Strategy. These are both newly created roles at Version1.

### **Annie Scott Riley promoted to Chief Marketing Officer**

Annie joined Version1 as its third employee in September 2019, two months after the organization established Minnesota Røkkkr, its Call of Duty League team. Right away Annie made her mark in crafting the backstory and creative expression that root Røkkkr's identity in Norse mythology and folklore. Her work defining Røkkkr's bold, unique identity set the tone for a brand Call of Duty fans, gamers and Minnesotans have come to love.

Since then, Annie has led development of all key marketing and creative tentpoles that illustrate the organization's growth. She led the rebrand of the organization's identity to Version1, first revealed a year ago, and established branding for Version1's Rocket League and VALORANT teams and the all-women's VALORANT roster, VersionX. Annie oversaw the establishment of V1SIONARIES, a women's-only gaming platform. V1SIONARIES routinely produces high-profile tournaments and events and is designed to identify and showcase top women competitors across various titles.

"Annie's promotion to Chief Marketing Officer is the natural evolution of her role as our marketing and creative leader," says Brett Diamond, chief operating officer at Version1. "Annie is a visionary creative mind and has been a driving force in the development of multiple brands and initiatives that are the foundation of Version1's identity. Now is the right time to elevate her role to reflect her achievements and support our continued growth."

Annie is a life-long gamer with 16 years' experience as a journalist, marketing strategist and editorial director. She started her career in New York City writing about the fashion, travel and hospitality industries for various luxury and lifestyle publications. When she relocated to Minnesota, Annie spent several years at top marketing and advertising agencies as a digital and social media leader. Just before joining Version1, she was the editorial director at Aveda in Minneapolis. In 2021, Annie was recognized by the Minneapolis/St. Paul Business Journal as a 40 Under 40 honoree.

### **Jake Trobaugh promoted to Vice President, Head of Esports and Acquisitions**

Jake Trobaugh joined the organization as Røkkkr's analyst and assistant coach in 2019 and lead the team alongside Brian "Saintt" Baroska for its first two seasons. It didn't take long before Jake was applying his blended expertise in esports and finance to business development efforts

at Version1. Jake was subsequently promoted to Director of Esports Strategy in December 2020. He has played a central role in signing all three Version1 teams, the Røkkkr roster and in recruiting Version1's six content creators. The relationships Jake has built across various esports with important stakeholders, including players and coaches, factor into his ability to secure top talent for the organization.

"Jake brings a unique skillset based on his personal experience as a player and coach and his background in finance," says Diamond. "He is a valued advisor in identifying emerging opportunities in the esports industry. As his role has grown, Jake has taken on oversight of all Verison1's competitive rosters while contributing across the business side of the organization. Our goal is to be a tier one esports organization and Jake understands that objective and plays a critical role in making that a reality."

In addition to his time as a professional player and coach, Jake earned degrees in finance and economics from La Salle University in Philadelphia, and worked as an investment banking analyst and a consultant for private equity firms and hedge funds in New York prior to joining Version1 in 2019.

Competitively, Version1 is coming off a successful year. In 2021, Version1 VALORANT was one of two teams to qualify and represent North America at the VALORANT Champions Tour Stage 2 Masters in Reykjavík, Iceland – the first-ever VALORANT LAN event. The team earned respect from their peers and fans on a world stage with a 5<sup>th</sup>/6<sup>th</sup> place finish.

In August, Minnesota Røkkkr earned the organization its first Major win when it famously achieved the nearly impossible: a thrilling, best-of-nine reverse sweep against Toronto Ultra to win the Call of Duty League's Major V.

#### **About Version1**

[Version1](#) is a multi-property esports organization headquartered in Eagan, Minnesota. We are proudly owned by Minnesota Vikings owners, the Wilf family, and entrepreneur and investor Gary Vaynerchuk. Our professional teams include Minnesota Røkkkr in the Call of Duty League, Version1 in Rocket League, and Version1 and VersionX in VALORANT. As we grow, we're adding new entertainment avenues, including streamers and content creators.

In 2021, Version1 founded V1SIONARIES, a platform providing women a safe place to compete, game, network, and socialize. In partnership with USAA Insurance, it created Røkkkr Regiment to connect with military members who share a passion for Call of Duty and provide access to exclusive opportunities and experiences.

Learn more about our organization by following us as @version1gg and @ROKKR or @rokkkr\_mn on all social media channels.

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