

Aragati Siegel

Founder & CEO

GameSync Consulting | GameSync Esports & Gaming Centers | GameSync Online Events |
GameSync Training | GameSync PC | GameSync Studios | San Diego PC Help

858-477-GAME (4263) x700 | San Diego, CA

<https://gamesync.consulting/expert-witness>

<https://gamesync.consulting/meet-aragati>

<https://www.linkedin.com/in/gamesync>

PROFESSIONAL OVERVIEW

A seasoned Business Development and Technology Consultant with over 25 years of experience founding and operating information technology ventures, and 10 years professionally advising ventures in the interactive entertainment, esports, and digital media sectors.

Specializes in the strategic analysis of new venture viability, business model validation, and projecting market performance for both physical retail (Location-Based Entertainment - LBE) and remote, live-hosted virtual events. Possesses extensive, hands-on experience in building and monetizing both digital (online) and physical (in-person) customer communities.

This real-world operational experience is combined with formal consulting for a diverse client portfolio, including government agencies, military departments, educational institutions, hospitality and entertainment venues, and commercial ventures.

Expertise extends beyond entertainment to foundational business management, including multi-site operations, staff recruitment and management for small to medium sized teams, and scaling service-based technology businesses from concept to exit.

SELECTED AREAS OF EXPERTISE

- **Business Development & Strategic Consulting:** Go-to-market strategy, business & operational plans, and long-term sustainability analysis for new ventures.
- **Branding & Digital Marketing:** Brand identity, logo design, company culture, custom furniture, marketing plan, venue lighting plan
- **Web Marketing:** Full-stack expertise in website design and development, including CMS and CSS, Search Engine Optimization (SEO), web hosting, domain name management & strategy, campaigns, and user analytics.
- **Venture Viability & Market Analysis:** Feasibility studies, competitive landscape analysis, and risk assessment for speculative and early-stage business concepts.
- **Financial Projections & Modeling:** Projecting revenue streams, operational costs, and startup capital requirements for technology-driven entertainment models.
- **Over 35 Years IT Experience:** SOHO (Small Office / Home Office) network design, topology & deployment, managed routers & switches, Wi-Fi Access Points (WAP), servers & workstations, custom PC builds, Network Attached Storage (NAS), disaster recovery planning, data recovery, Microsoft Server & client OS (all versions from 2010 – present), Microsoft Office, Adobe Photoshop.
- **Location-Based Entertainment (LBE) Operations:** 12+ years of direct experience managing and operating physical gaming centers, including lease, staff, hardware, software, and revenue diversification.
- **Remote, Live-Hosted Events:** Founder and operator of a digital events company, providing direct experience with the operational model and market lifecycle of remote interactive entertainment.
- **Hospitality & Public Venues:** Strategic planning for integrating interactive technology and entertainment experiences into hotels, casinos, amusement parks, and public spaces to increase guest engagement and revenue.
- **Comprehensive Operations Management:** Full P&L responsibility, multi-site staff management, commercial lease negotiation, standard operating procedures (SOP), and supply chain logistics for service-based businesses.

LITIGATION SUPPORT & EXPERT CONSULTING

- Retained as an expert consultant for active litigation involving the business viability and projected performance of a hybrid (physical and virtual) interactive entertainment venture.
- Provided objective analysis and industry context on business model validation, operational feasibility, and digital marketing strategy to counsel.

SELECTED PROFESSIONAL EXPERIENCE

GameSync Consulting | Remote & On-Site Nationwide

Founder & Principal Consultant (2015 – Present)

Lead consultant providing strategic guidance on business development, feasibility, technology procurement and implementation, systems integration, and operational planning for clients in the interactive entertainment, education, hospitality, government, and military sectors.

Digital Ventures

GameSync Events | Online

Founder & Operator (2020 – 2021)

Launched a virtual entertainment company to counter the effects of the COVID-19 lockdown on retail operations. Provided live-hosted, remote gaming experiences, executing dozens of private events and scaling to support 100-person simultaneous player tournaments for clients including public service community centers such as Carlsbad & Escondido Parks and Recreation. This venture provides direct expertise in the full lifecycle of a COVID-era digital service business.

GameSync Training | Online

Founder & CEO (2021 – Present)

Founded a global online coaching platform providing specialized mental skills training for the casual and competitive gaming market.

- **Business Model:** Developed a digital service model offering private (1-on-1) and group coaching to a global client base of digital athletes.
- **Curriculum & IP:** Refined a proprietary curriculum focused on quantifiable performance improvement through holistic training (exercise, nutrition, sleep optimization, mental wellness).
- **Academic & Institutional Recognition:** Invited to present as a subject matter expert at a professional conference for educators, hosted at UCSD Extended Studies. The paid speaking engagement, delivered by the company's lead trainer, focused on utilizing interactive games to teach real-world life skills.
- **Core Service Offerings:** Training addresses key competitive challenges including performance anxiety, focus, confidence, motivation, and pre/post-performance routines.
- **Market Engagement & Reach:** The program's lead trainer successfully engaged with hundreds of gamers globally through free consultations, demonstrating significant brand authority and market interest.
- **Public Commentary:** Featured on "The Wide World of Esports" to discuss performance training methodologies.

Location-Based Entertainment (LBE) / Brick-and-Mortar Retail Operations

GameSync Gaming Center | San Diego, CA

Founder & Owner/Operator (2012 – 2024)

Founded and operated one of the longest-running dedicated esports facilities in the United States and the first purpose-built facility of its kind in the region. Grew the venture from concept to a premier regional destination, managing all aspects of the facility, including:

- Full P&L responsibility, staffing, commercial lease management, interior construction and design.

- End-to-end technology infrastructure design and maintenance.
 - Development of diversified revenue streams, including hourly play, memberships, parties, tournaments, and concessions, providing deep insight into the financial realities of LBE ventures.
 - Hosted hundreds of events, from private parties to tournaments and corporate events.
 - Established the center as a partner for industry leaders like NVIDIA, AMD, and Intel for official product launches, marketing events, and community engagement.
-

Venture Co-Founding & Development

Gamers Grove Esports Center | Cedar Grove, NJ

Co-Founder & CTO (2023 – Present)

Developed the entire venture from the ground up and from concept to launch, including the comprehensive business model, all intellectual property (IP), floor plan design, branding, marketing plan and execution, events and programming, and the complete technical infrastructure plan including all equipment procurement.

Isthmian Gaming Lounge | Madison, WI

Partner & CTO (2022 – Present)

Led the design and implementation of the complete IT infrastructure for a new gaming lounge, including the specification and custom-build of 30 state-of-the-art gaming PCs, Virtual Reality room, console gaming, tournaments, website design, and more. Provided extensive consulting and strategic planning.

Foundational Technology & Business Experience

San Diego PC Help | San Diego, CA

Founder & Owner/Operator (1999 – 2014)

- Founded, scaled, and managed a premier IT and technology support company for 15 years.

- Grew the business to serve over 18,000 customers, including establishing a nationwide mail-in repair service.
- Managed a staff of 14 employees, overseeing all operational, financial, and marketing functions.
- This venture established a multi-decade foundation in technology systems integration, customer service management, and sustainable small business growth.

SELECTED PROJECTS & VENTURE EXPERIENCE

Strategic Consulting & Feasibility Analysis

- **Bessemer Housing Authority (BHA) – BHA Dream Center**
 - o Lead consultant for the strategic development of a new \$5.5 million esports and technology hub.
 - o Held comprehensive team meetings with stakeholders to establish project viability and scope.
 - o Developed the core business model, operational strategy, and revenue projections.
 - o Created the foundational technology blueprint and provided subject matter expertise to the architectural and engineering teams for the development of floor plans, and electrical, lighting, and network designs.
 - o Advised on business model, revenue drivers, and long-term financial sustainability.
- **YMCA San Diego**
 - o Engaged to perform a comprehensive feasibility study and business plan for a new creative technology center.
 - o Provided strategic recommendations on program design, facility requirements, and operational costs for youth-focused technology and gaming programs.
- **University of California, San Diego (UCSD)**

- o Served as a strategic advisor for the development and launch of the Triton Esports Center.
 - o Consulted on space design, technology integration, and operational best practices for a premier collegiate esports facility.
 - **Confidential Private Equity & Family Office Clients**
 - o Provided due diligence and market viability analysis for various investment entities, including private equity and real estate development firms, evaluating potential investments in the competitive gaming sector.
-

Virtual & Web-Based Business Operations

- **GameSync Events (Founder/Operator)**
 - o Identified market opportunity and successfully launched a virtual events company during the COVID-19 pandemic.
 - o Secured and serviced a portfolio of top-tier corporate clients, including Google, Salesforce, KPMG, Quicken Loans, and Deloitte.
 - o Gained direct, operational expertise in the unique challenges of the virtual event model, including host staffing, technical infrastructure, client acquisition, and scalability limitations.
-

Technology, Web Development & Digital Marketing

- **Digital Strategy & Client Acquisition**
 - o Architect and manager of the complete digital ecosystem for the GameSync family of brands (directory.gamesync.gg).
 - o Developed and executed comprehensive digital marketing strategies resulting in top-ranking organic search engine positions and consistent lead generation for over a decade.
 - o Managed all aspects of online presence, including web design, development, and content strategy from the ground up.

- **Core Competencies:**

- o SEO: Advanced knowledge of search engine algorithms, keyword strategy, and WordPress plugins.
- o Web Analytics: Proficient in using Google Analytics plugins for Wordpress and other tools to track user behavior, measure marketing effectiveness, and inform business strategy.
- o Web Development: Hands-on experience designing, developing, and managing numerous commercial websites and web applications, including e-commerce platforms, booking systems, and content management systems (CMS).

MEDIA & PUBLICATIONS

- Recognized as a subject matter expert and featured in numerous media outlets, including the San Diego Business Journal, The San Diego Union-Tribune, NBC-7/Telemundo-20, KPBS-TV, and CBS-8 San Diego News.
- Authored dozens of articles and provided expert commentary on topics related to the business of esports, gaming technology, and interactive entertainment.

SELECTED PROFESSIONAL ENGAGEMENTS & ACHIEVEMENTS

Strategic Consulting: Government, Military & Education

- **Naval Air Station (NAS) Pensacola – US Navy:** Technology and Operations Consultant for the Morale, Welfare, and Recreation (MWR) department, providing in-depth strategic analysis for a new esports facility for service members.
- **US Navy Base Sasebo, Japan – US Navy:** Provided remote strategic consulting for the development of a new MWR gaming facility.
- **Texas Women's University (TWU):** Advised on the design and operational plan for a new collegiate esports lounge.

- **University of New Hampshire (UNH):** Consulted on the development and technology integration for a new university gaming lounge.
- **University of North Carolina Asheville (UNCA):** Provided strategic guidance for the establishment of their collegiate esports program and facility.
- **St. Charles County, MO – Kinetic Park (Government):** Engaged as lead consultant for the design and business plan of a new public esports lounge.
- **San Diego County Fair (Government):** Designed and operated a 30-day interactive gaming exhibit featured at the fairgrounds, reaching tens of thousands of attendees.
- **Beardsley School District (Education):** Consulted on the design, technology, and implementation of new scholastic esports centers.

Strategic Consulting: Commercial & Entertainment Ventures

- **Narendra Rocherolle – Co-Founder of Webshots:** Provided strategic business and technology consulting during the venture's early stages, a pioneering digital media platform that achieved a user base of tens of millions and was ultimately acquired by Yahoo! for a significant valuation.
- **HyperX Arena Las Vegas:** Provided specialized software consulting for the flagship esports arena at the Luxor Hotel & Casino.
- **Laurel Park (Maryland):** Engaged to design a new gaming center and entertainment experience at the historic horse racing venue.
- **Houston Funplex Amusement Park:** Provided on-site strategic consulting for the redesign and modernization of their 8,000 sq. ft. esports and gaming area.
- **Activate Entertainment & CLX Gaming:** Advised on brand activations and event execution for San Diego Comic-Con, a major industry event.
- **XR Athletics (XRA):** Consulted on brand innovation and go-to-market strategy for an XR-focused venture.
- **Total Reality VR:** Provided business development consulting for a startup in the virtual reality entertainment space.

- **660 Capital:** Advised on investment strategy within the interactive entertainment sector.
 - **E-ON Gaming Ltd (United Kingdom):** Advised on business strategy for an international gaming venture.
 - **Confidential Investor, Ghana:** Provided market viability analysis for a potential entertainment venture in Africa.
 - **UYU – Professional Esports Team:** Consulted on team operations and brand strategy.
 - **Allen Hoshall (Architects):** Provided subject matter expertise on esports facility design and technical requirements.
 - **Golf Chico Development:** Advised a real estate development company on integrating entertainment technology concepts.
 - **International House San Diego:** Consulted on technology and engagement for a private Japanese educational institution.
-

Industry Partnerships, Brand Activations & Major Events

- **Brand Partnerships:** Secured and managed official partnerships with dozens of industry-leading brands, including NVIDIA, AMD, HyperX, Steelseries, DXRacer, Gunnar Optics, EVGA, Bawls Guarana, JiNX, and Turismo Racing.
- **Brand Activations & Events:**
 - o Executed a large-scale tournament in partnership with Sycuan Casino & FM 94.9 Radio, drawing hundreds of attendees and securing major media coverage.
 - o Hosted official product launch events for major game publishers, including NCSoft.
 - o Served as a key tour stop for the Alienware Live Tour.

- o Hosted professional esports team boot camps and live tournament play for organizations like Echo Fox and Envision Esports.
- o Produced "MineSync," a Minecraft tournament in partnership with Fleet Week San Diego.

Community Leadership & Venture Development

- **Digital Community Building:** Founded and grew the GameSync Esports Discord server into one of the largest of its kind, with a verifiable community of over 8,000 members.
- Engaged by David Scott Jaffe, the acclaimed creator of the *God of War* and *Twisted Metal* series, for a professional coaching session via the GameSync Training platform.
- Collaborated with Jordan "n0thing" Gilbert (famed professional esports player and gaming influencer).
- Hosted industry leader James Bardolph (VP of FACEIT).
- **GameSync Studios:** Launched an independent esports production company, in collaboration with the news director for FOX-5 San Diego during the Twitchcon industry event in 2019.