Agragati Siegel

Founder & CEO

GameSync Consulting | GameSync Esports & Gaming Centers, LLC

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San Diego, CA | April 2026

36+	50,000+	350+	50+
Years IT & Operations Experience	Customers Served	Ventures Advised	Govt, Military & Education Engagements

PROFESSIONAL OVERVIEW

A seasoned Business Development and Technology Consultant with over 25 years of experience founding and operating information technology ventures, and 11 years professionally advising ventures in the interactive entertainment, esports, and digital media sectors.

Specializes in the strategic analysis of new and existing venture viability, business model validation, and projecting market performance for both physical retail (Location-Based Entertainment) 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.

Closely tracks emerging technology trends shaping the gaming industry, including the impact of generative AI on studio workflows, content pipelines, art production, and workforce structure — and the downstream effects on studio valuations, earning capacity, and business model viability. Experienced in the forensic analysis of work-for-hire contracts, publisher milestone structures, co-development agreements, and game porting engagements as they relate to studio valuation, earning capacity, and litigation support.

SELECTED AREAS OF EXPERTISE

▸ Business Viability, Feasibility Studies, & Venture Analysis	▸ AI & Game Development & Distribution	▸ Financial Projections & P&L Modeling
▸ IT Infrastructure, Network & AV Design	▸ LBE / Esports Facility Consulting (Full Lifecycle)	▸ Remote / Virtual Event Production (100+ players)
▸ Market Feasibility & Competitive Analysis	▸ Comprehensive Operations & Staff Management	▸ Economic Damages & Lost Profit Calculations
▸ Analysis of multi-sites, supply chain logistics	▸ Web Design, SEO & Digital Marketing	▸ Expert Witness & Litigation Support

LITIGATION SUPPORT & EXPERT CONSULTING

Engagement 1 Family Law | Marital Dissolution Matter | California | 2026 | *Active*

Retained by family law counsel as a gaming industry expert in matters involving earning capacity analysis and business valuation of interactive entertainment and technology companies. Representative scope of work includes:

- Labor-market and executive compensation benchmarking for senior technical and studio leadership roles, cross-referencing industry salary surveys and public compensation data sources
- Forensic review of corporate tax returns, K-1 schedules, and officer compensation records to establish documented income history
- Analysis of business bank records to establish operational status, distribution patterns, and cash flow trends
- Review of corporate governance records, ownership agreements, and entity formation documents as they relate to community property and business ownership questions
- Evaluation of market transactions and acquisition interest as independent evidence of a business's or individual's market value
- Synthesis of forensic financial findings into reporting for retaining counsel, including recommended discovery priorities

Engagement 2 Confidential Dispute Matter | California | 2025

Retained as an expert consultant for active litigation involving the business viability and projected performance of a hybrid (physical and virtual) escape room 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 *2015 – Present*

Founder & Principal Consultant

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.

GameSync Esports Center | San Diego, CA *2012 – 2024*

Founder & Owner/Operator

- 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.
- Full P&L responsibility, staffing, commercial lease management, interior construction and design, and end-to-end technology infrastructure design and maintenance.
- Developed diversified revenue streams including hourly play, memberships, private parties, tournaments, concessions, and corporate events — providing deep insight into the financial realities of LBE ventures.
- Hosted hundreds of events from private parties to tournaments and corporate events; established official partnerships with NVIDIA, AMD, Intel, HyperX, and Steelseries for product launches and marketing events.
- Hosted professional esports team boot camps for Echo Fox and Envision Esports.

GameSync Events | Online *2020 – 2021*

Founder & Owner/Operator

- Launched virtual entertainment company during COVID-19 lockdown; executed dozens of private events scaling to 100-person simultaneous player tournaments for clients including Carlsbad & Escondido Parks and Recreation.
- Secured and serviced top-tier corporate clients including Google, Salesforce, KPMG, Quicken Loans, and Deloitte — providing direct operational expertise in the full lifecycle of a COVID-era digital service business.

GameSync Training | Online *2021 – Present*

Founder & CEO

- Founded a global online coaching platform providing specialized mental skills training for the casual and competitive gaming market.
- Developed proprietary curriculum focused on quantifiable performance improvement through holistic training: exercise, nutrition, sleep optimization, and mental wellness.
- Invited to present as a subject matter expert at a professional educators' conference at UCSD Extended Studies on utilizing interactive games to teach real-world life skills.
- Featured on "The Wide World of Esports" to discuss performance training methodologies.

Gamers Grove Esports Center | Cedar Grove, NJ *2023 – Present*

Co-Founder & CTO

- Developed the entire venture from concept to launch: comprehensive business model, all IP, floor plan design, branding, marketing plan and execution, events and programming, and the complete technical infrastructure including all equipment procurement.

Isthmian Gaming Lounge | Madison, WI *2022 – Present*

Partner & CTO

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

San Diego PC Help | San Diego, CA *1999 – 2014*

Founder & Owner/Operator

- Founded, scaled, and managed a premier IT and technology support company for 15 years; grew to over 18,000 customers including a nationwide mail-in repair service.
- Managed a staff of 14 employees, overseeing all operational, financial, and marketing functions — establishing a multi-decade foundation in technology systems integration, customer service management, and sustainable small business growth.

SELECTED PROJECTS & VENTURE EXPERIENCE

Strategic Consulting — Government, Military & Education

University of Mississippi — Malco Building Renovation	Engaged as Lead Esports Strategist and Facility Visionary under formal subcontract with Allen & Hoshall, PLLC following the firm's award of the University of Mississippi's Malco Building renovation — a multi-theater facility conversion of approximately 26,000+ sq. ft. into one of the most comprehensive collegiate esports complexes in the United States. Developed the full operational vision, room-by-room technical program (including a 238-seat Competition Arena), network and IT infrastructure strategy, power and thermal engineering framework, lighting strategy, revenue model, and academic curriculum integration plan. Introduced the "Living Laboratory" framework positioning the facility at the convergence of four industries: Esports, Content Creation, Media Production, and Community Events — with the building itself as the curriculum for the Ole Miss esports degree program. Contract awarded March 2026.
Bessemer Housing Authority — BHA Dream Center	Lead consultant for $5.5M esports & technology hub. Developed core business model, revenue projections, technology blueprint, and provided subject matter expertise to architectural and engineering teams for floor plans, electrical, lighting, and network designs. Opening Summer 2026.
NAS Pensacola — U.S. Navy	Technology and Operations Consultant for the MWR department, providing in-depth strategic analysis for a new esports facility for service members.
U.S. Navy Base Sasebo, Japan	Remote strategic consulting for development of a new MWR gaming facility for U.S. Navy service members.
UCSD — Triton Esports Center	Strategic advisor for development and launch of the collegiate esports center. Consulted on space design, technology integration, and operational best practices.
YMCA Mission Valley, San Diego	Comprehensive feasibility study and business plan for first YMCA esports program in San Diego County — a dedicated Digital Studio featuring esports, coding, and robotics.
Beardsley School District	Consulted on design, technology, and implementation of new scholastic esports centers across multiple campuses.
Texas Women's University (TWU)	Advised on design and operational plan for a new collegiate esports lounge.
Univ. of New Hampshire (UNH)	Consulted on development and technology integration for a new university gaming lounge.
UNC Asheville (UNCA)	Strategic guidance for establishment of collegiate esports program and facility.
St. Charles County, MO — Kinetic Park (Government)	Lead consultant for design and business plan of a new public esports lounge.
San Diego County Fair (Government)	Designed and operated a 30-day interactive gaming exhibit reaching tens of thousands of attendees.

Strategic Consulting — Commercial & Entertainment Ventures

HyperX Arena Las Vegas	Specialized software consulting for the flagship esports arena at the Luxor Hotel & Casino — one of the most visible gaming venues in the world.
Narendra Rocherolle — Co-Founder of Webshots	Strategic business and technology consulting during early stages of a pioneering digital media platform that achieved tens of millions of users and was ultimately acquired by Yahoo!.
Laurel Park (Maryland)	Engaged to design a new gaming center and entertainment experience at the historic horse racing venue.
Houston Funplex Amusement Park	On-site strategic consulting for redesign and modernization of an 8,000 sq. ft. esports and gaming area.
Activate Entertainment & CLX Gaming	Advised on brand activations and event execution for San Diego Comic-Con.
XR Athletics (XRA)	Consulted on brand innovation and go-to-market strategy for an XR-focused venture.
Total Reality VR	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 (UK)	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.
Virtual Events — Corporate Client Portfolio	Founder/Operator of GameSync Events (2020–2021); secured and serviced Google, Salesforce, KPMG, Quicken Loans, and Deloitte — providing direct expertise in COVID-era digital service business operations.
Confidential PE & Family Office Clients	Due diligence and market viability analysis for private equity and real estate development firms evaluating investments in the competitive gaming sector.

Technology, Web Development & Digital Marketing

- Architect and manager of the complete digital ecosystem for the GameSync family of brands (directory.gamesync.gg).
- Developed and executed comprehensive digital marketing strategies resulting in top-ranking organic search engine positions and consistent lead generation for over a decade.
- Managed all aspects of online presence including web design, development, and content strategy from the ground up.
- SEO: Advanced knowledge of search engine algorithms, keyword strategy, and WordPress plugins.
- Web Analytics: Proficient in Google Analytics and related tools to track user behavior, measure marketing effectiveness, and inform business strategy.
- 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.
- Certifications include: QSC Q-SYS Level 0 and Level 1, and Netgear A/V

SELECTED PROFESSIONAL ENGAGEMENTS & ACHIEVEMENTS

Industry Partnerships, Brand Activations & Major Events

- **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.**
- Executed a large-scale tournament in partnership with Sycuan Casino & FM 94.9 Radio, drawing hundreds of attendees and securing major media coverage.
- Hosted official product launch events for major game publishers including NCSoft.
- Served as a key tour stop for the Alienware Live Tour.
- Hosted professional esports team boot camps and live tournament play for Echo Fox and Envision Esports.
- Produced "MineSync," a Minecraft tournament in partnership with Fleet Week San Diego.

Community Leadership & Venture Development

- **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 famed FACEIT.
- **Launched an independent esports production company in collaboration with the news director for FOX-5 San Diego during TwitchCon 2019:** GameSync Studios.

MEDIA, PUBLICATIONS & INDUSTRY RECOGNITION

- Recognized as a subject matter expert and featured in: 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.
- Invited keynote presenter at a professional educators' conference hosted at UCSD Extended Studies on utilizing interactive games to teach real-world life skills.
- Recognized by LACBA (Los Angeles County Bar Association) as a gaming industry expert — featured to 20,000+ attorneys.

TECHNOLOGY PROFICIENCIES & DIFFERENTIATORS

Over 36 years of hands-on IT experience across SOHO network design, topology and deployment, managed routers and switches, Wi-Fi Access Points, servers and workstations, custom PC builds, Network Attached Storage (NAS), disaster recovery planning, data recovery, Microsoft Server and client OS (all versions 2010–present), Microsoft Office, and Adobe Photoshop.

- Network Infrastructure: LAN/VLAN/WiFi design, enterprise-grade switching and routing, 2.5GbE endpoints, PXE/diskless boot architecture (CCBoot), full rack deployment. Active Zyxel partner and authorized networking hardware vendor.
- Esports-Specific Systems: CCBoot, iCafeCloud, OBS/vMix broadcast production, Dante audio matrix, NDI over IP, tournament management platforms.
- Hardware & Vendor Partnerships: Brand partnerships with HyperX, ASUS, NVIDIA, XPG, Steelseries, and Zyxel. Custom PC and server builds including full PXE diskless boot architecture for commercial esports facilities, as well as NAS and Eaton/Tripp-Lite rack/UPS.
- Additional Capabilities: Gaming furniture and custom-branded chair/desk procurement; security camera AI cloud systems and NVR deployment; facility technology planning and AV integration including Video over IP, streaming and podcasting.
- Web & Digital: Full-stack website design and development including CMS, CSS, SEO, web hosting, domain strategy, e-commerce, booking systems, and user analytics. Social media marketing.

Geographic Reach & Military Site Accessibility

San Diego-based with local proximity to all areas of Southern California, including military sites such as Camp Pendleton, MCAS Miramar, NAS North Island, and NAVWAR. Available for on-site engagements nationwide and internationally.

SAM registered. Small Business — LLC.

NAICS CODES

- 541512 — Computer Systems Design
- 541519 — Other IT Services
- 541690 — Technical Consulting
- 611430 — Training & Development
- 713990 — Recreation Services
- 541511 — Custom Programming