



INDUSTRY EXPERTISE

Monetization Strategy & Ad Operations

- Network negotiation and yield optimization
- Commercial game audits, competitor analysis and strategic growth analysis
- Multiple mediation and network expertise
- In-game ad mon design and ROAS optimization

IAP & Economy Design

- Pricing strategies and dynamic bundles
- Economy balancing and hybrid monetization models
- Subscription & IAP operations (RevenueCat)
- Player segmentation and purchase flow optimization

P&L & KPI Management

- Forecasting and profitability modelling
- LTV, CAC, ROAS, ARPDAU, DAU, and retention tracking
- Roadmap prioritization based on commercial impact

Leadership & Cross-Functional Delivery

- Building monetization functions from scratch
- Partnering with product, UA, analytics, and finance teams
- Mentoring internal teams and guiding external developers

Data-Driven Growth

- Cohort and segmentation analysis
- A/B testing and experiment evaluation
- Translating data insights into strategic actions

CONTENT/WEBINARS

- 1: PGC: Taking your game to the next level
- 2: Unite 2020: Making Money in Mobile
- 3: Unity Learn: Monetisation Best Practices
- 4: PGG London: Make Monetization Fun
- 5: Unity Learn Platform: Ask The Experts: Monetization

CATHAL O'SULLIVAN

COMMERCIAL GROWTH EXPERT IN MOBILE

OVERVIEW

Commercial leader with a decade in free-to-play gaming, specializing in commercial strategy, product optimization and sustainable game growth. I began my career founding GameX, a VC-backed startup valued at \$1.5M, then built through commercial roles at Qualtrics and Unity — both now public companies — delivering \$250M+ in revenue through ad monetization strategy and partnerships with top publishers including Miniclip, Tripledot, and Take-Two Interactive.

Most recently Head of Ad Monetization at Sandsoft, where I built the function from the ground up to support publishing, UA, and product teams in acquiring, integrating, and scaling multiple titles beyond global launch. Today I work as an independent monetization consultant and advisor — engagements spanning McKinsey, Slate Path Capital, and EncoreKit — while building my own products with AI, including PAPI (getpapi.ai) and the shipped portfolio at cathalos.vercel.app.

My approach connects acquisition, retention, and monetization performance through actionable KPI setting, data-led optimisation, and player-first design. A lifelong gamer with a sharp eye for engagement and reward systems, I create monetization strategies that balance profitability with sustainable player experience.

WORK EXPERIENCE

Freelance – Monetization Consultant & Advisor

BARCELONA, SPAIN | OCT 2025 – PRESENT

Independent monetization consulting and advisory, alongside building my own products with AI.

- Expert consultant on McKinsey engagements covering mobile gaming and ad monetization.
- Expert consultant to Slate Path Capital — briefings on the ad-tech and mobile gaming supply side.
- Go-to-market strategic advisor to EncoreKit.
- Building and shipping my own products with AI: PAPI (getpapi.ai) and the portfolio at cathalos.vercel.app.

Sandsoft Games – Head of Ad Monetization

BARCELONA, SPAIN | JUN 2024 – OCT 2025

Built and led the ad monetization function across a dozen F2P titles built in-house and through publishing partnerships, working across product, publishing, and UA to deliver revenue growth aligned with retention and engagement.

- Built the ad monetization function from zero to \$2.75M in ad revenue — ~65% of company revenue — personally managing integration and operations across the portfolio.
- Scaled ad impressions by 380% to over 116M per quarter while maintaining ad optimization and quality.
- Managed 13+ ad networks including AppLovin, AdMob, Unity, IronSource, and Liftoff.
- Ran 92 A/B tests with 65 promoted, achieving an average +9.65% uplift in ARPDAU per promoted test.
- Supported external developers with monetization game design, strategic commercial breakdowns, integration and network optimization.

TOOLS / PLATFORMS

Commercial

RevenueCat
Xsolla
Nexus.gg
Playgap
AdInMo
In-house

BI and Analysis

Amplitude
Looker
Imply
Excel / Sheets

Advertising

Max
AdMob
LevelPlay
Unity
Adjust
Loomit / X3M

Organization

Notion
Linear
Slack
Jira
Google Suite

Design

Figma
Canva
Miro

Live Ops

Xsolla
Upload Care
OneSignal
In-house
App / Play store

AI Build Stack

Claude Code · PAPI · Next.js · Vercel · Supabase

EDUCATION

BSc. Multimedia Programming – 1:1
2013 – 2015 · IADT, Dublin

Business Management

Marketing

Digital Design

JavaScript

Databases (SQL)

CAD (Computer Aided Design)

BSc. Computer Science – 2:1
2011 – 2013 · DIT, Dublin

Game design

Object Oriented programming (C, C++, Ruby)

Databases (SQL)

Microprocessors

IT Architecture

CONTACT

LinkedIn

[Link to profile](#)

Portfolio

[cathalos.vercel.app](#)

Location

Barcelona, Spain

Working

Remote / Hybrid / Onsite

● Omada – Head of Monetization

LONDON, UK | OCT 2023 – JUN 2024

Owned monetization strategy and in-game economy for a Series B-funded sports social casino with 5M+ downloads and 300k DAU.

- Designed the complete in-game economy and pricing models, implementing a dynamic bundle system.
- Ran the IAP stack on RevenueCat.
- Defined profitability targets and revenue forecasts aligned with company KPIs.
- Negotiated exclusive ad network partnership at 85% rev share.
- Achieved record monthly ARPDau within three months and 50% ROAS by D90.

● Vela Games – Head of Monetization

DUBLIN, IRELAND | APR 2023 – OCT 2023

Directed monetization strategy for flagship PC F2P title Evercore Heroes.

- Designed IAP, economy, and battle pass systems using Xsolla.
- Set profitability and KPI targets with the C-suite.
- Built LiveOps calendar with promotions, events, and influencer campaigns.
- Integrated player feedback into monetization and retention features.

● Unity Software Inc. (U) – Head of Market, Monetization

LONDON, UK | OCT 2018 – APR 2023

Regional ad monetization lead for Nordics, UK, Spain, and MEA, responsible for commercial performance of key publishers.

- Delivered \$250M+ in net revenue, including \$85M in final year (~7% of Unity's global revenue).
- Closed multi-million-dollar contracts with Sega, Wildlife Studios, and Next Games.
- Provided strategic consulting on ad monetization, retention, and segmentation frameworks.
- Founded Unity's European roundtable for C-level gaming executives.
- Promoted four times in four years.

● Qualtrics (XM) – Senior Business Development Manager

DUBLIN, IRELAND | MAY 2016 – SEP 2018

- Specialized in player feedback integration for gaming and media.
- Closed multiple deals with major gaming companies.
- Twice named BDM of the Quarter.
- Promoted twice from SDR → BD → Senior BDM.

● Gamex.io – CEO & Founder

DUBLIN, IRELAND | APR 2014 – MAY 2016

- Founded and scaled gaming recommendation platform to 80k MAU.
- Raised €450k+ VC funding with company valued at \$1.5M.
- Hired 6 full time and 3 part time staff.
- Youngest founder of an Enterprise Ireland "High Potential Startup."
- Featured in national and international press.
- Youngest solo pitch on Ireland's 'Dragons' Den'.

REFERENCES

Available on request.