

Max Sjöblom

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Date of birth: 09.05.1988

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Biography

I'm a 30-year old Helsinki native with a strong background in quantitative research & analysis. I'm currently finishing my PhD and looking for more business focused opportunities. Gaming has been an integral part of my life for as long as I can remember, starting with casual SNES gaming and ending up playing card games professionally. The past years I have been researching esports & game streaming, with the focus of understanding why people do that they do.

In my free time I enjoy playing games (primarily card, strategy and MOBA games), photographing, cooking, travelling and doing CrossFit as my main sport.



Work experience

- **PROJECT MANAGER & RESEARCHER**
Esports Research Project
University of Tampere
March 2016 - present

I helped secure funding for the 500 000€ 30-month research project grant from the Finnish innovation agency Tekes, for researching esports, game streaming and gaming related gambling. Initially I worked as a researcher, and later moved on to also working as the project manager for the current team of four researchers.
- **PROJECT MANAGER & RESEARCHER**
Immersive Research Project
Tampere University of Technology
September 2017 - October 2018

I helped secure funding for the 330 000€ one year research project grant from the Finnish innovation agency Tekes for researching technology adoption of VR & AR technologies as well as consumer attitudes of these technologies. I work as a researcher and project manager for the team which consisted of four researchers.
- **RESEARCHER**
Koukku Research Project
Aalto University, School of Business
August 2015 - February 2016

I worked as a researcher for the Koukku project funded by the Finnish innovation agency Tekes, where I did research on esports, streaming and game related business.
- **WEB DEVELOPER**
Agency Leroy
August 2012 - April 2014

I worked as a front-end developer at Agency Leroy, a creative agency in Helsinki. My job responsibilities involved front-end development for web sites, testing and upkeep (HTML5, SASS, PHP, JS).
- **CONTENT CREATOR**
Gathering Magic
July 2012 - December 2014

I worked as a paid writer, producing a lengthy 2500-word biweekly article on game strategy and competitive play related to the collectible card game Magic: the Gathering, for the Gathering Magic

Education

- **PHD**
School of Science, Aalto University
2016 - Q1/2019
My PhD looks at the emerging phenomena of watching other people play games, and what motivates people watch. This ties closely into both esports, video game streaming & YouTube culture, all hot topics within modern day media. I have gathered large sets of survey data during my PhD.
- **MASTER'S DEGREE, Digital services**
Information networks, Aalto University
2013 - 2015
I wrote my Master's Thesis on the topic "*Watching other play: a uses and gratifications approach to video game streaming motives*". Graduated with honors. This thesis was chosen as "*Thesis of the year 2015*" by the Finnish Games Research Association.
- **BACHELOR'S DEGREE, Media**
Information networks, Aalto University
2010 - 2013
I wrote my Bachelor's Thesis on the topic "*Business models in esports*". Graduated with honors.

Language skills

- Native: Swedish & Finnish
- Full professional fluency: English
- Limited working proficiency: German

Publications

I currently have seven peer-reviewed scientific publications on esports, streaming & content creation culture, several among the most cited in the field. Check out an extensive list on my webpage: <http://maxsjoblom.com/>

Awards, keynotes & other cool stuff

- Emerald Literati Award – Best paper published in *Internet Research* in 2017
- Thesis of the year 2015 – Finnish Game Research Association
- 14+ invited speaking engagements (seminars, conferences, courses)
- Member of board 2018 – Finnish Game Research Association
- Magic: the Gathering National Champion 2006, 2012 & 2013