



Xeko Co-Founders

Craig Kronenberger *CEO and Co-Founder*

As CEO and Co-Founder of Xeko, Craig Kronenberger directs the organization's overall strategy and operations. He brings both a zeal for children's online entertainment with unrivaled technical and operational expertise. He and his wife Liz Kronenberger founded Elf Island in 2007 to create a tween-focused virtual world that unites and empowers kids to make the real world a better place through a new trend in gaming called Gaming for Good™. The company joined forces with Xeko in December 2009, with the aim of empowering kids to make a difference both online and offline with entertaining, immersive offerings.

A pioneer in the online industry for over 17 years, Craig worked for top interactive agencies such as Modem Media, Agency.com, Digitas and iCrossing. In these roles, he directed customer acquisition strategy for Delta Airlines, E*Trade, Kraft Foods, AOL, and CNN. Most recently, he held the position of Global Practice Lead for Search Marketing for Modem Media, where he developed the global search strategy for Coca-Cola and Hewlett-Packard.

In 1996, Craig launched Spunky Productions, a kids online entertainment company focused on online gaming and cartoons. He led the development of dozens of media properties and games such as Aqua League Girls, Casper the Friendly Ghost, the Beatless, Baby Spunky, Carboy Canyon and CapCom's Mega Man. He directed the concepts, strategies and production for top entertainment companies such as Universal Studios, Artisan Entertainment and Sony. He has also set up digital animation studios and co-development initiatives in Korea, Japan and the Philippines. In 1993, Craig co-founded PLNi, one of the fastest growing interactive agencies in the Southeast. His clients included General Motors, Mattel, Keebler, Prudential Securities, Kimberly Clark and JC Penney. Craig graduated from University of Cincinnati with a degree in Electronic Media.

Liz Kronenberger *CMO and Co-Founder*

Liz Kronenberger had a heart for children long before becoming a mother herself. Now as the mother of five-year-old twin sons, Liz intertwines her passion for children with her marketing and communications expertise as Xeko's Chief Marketing Officer. She drives all of the marketing communications, branding and public relations efforts for the company.

Liz founded Elf Island with her husband Craig Kronenberger in 2007 to unite and empower kids to make a difference in the real world through a new trend in gaming called Gaming for Good. They joined forces with Amy Tucker, the creator of the Xeko trading card game and eco-friendly toys, in December 2009, with the aim of creating a world-class brand that empowers kids to make a difference both online and offline.

A dynamic communications strategist with more than 17 years of experience, Liz previously co-founded Spunky Productions, a kids online entertainment company. She played an integral role in establishing the company's Christmas and Halloween brands into the #1 online properties for kids and

parents. Liz developed communications and consumer loyalty programs, and developed strategic partnerships with companies like Starlight Children's Foundation, Mattel's Barbie, AOL, General Motors, and exclusively launching the online campaign for the home video release of Universal Studio's "The Grinch" starring Jim Carrey. Before the launch and successful acquisition of Spunky Productions, Liz directed the marketing and public relations campaigns for an online youth sports network in Silicon Valley and leading healthcare companies such as Aetna, CBS HealthWatch, GE's MedicaLogic, US Healthcare, and others. Liz is a graduate of The Ohio State University and cheers on her Buckeyes every football season.

Amy Tucker
CCO and Co-Founder

Amy Tucker, often described as gracefully goofy, is a child at heart and views sustainability as an inspiration for innovation and advancement. The original creator of Xeko, Amy serves as the company's Chief Creative Officer and leads Xeko's creative vision, trans-media product development and sustainability efforts, and is passionate about creating wildly inspiring, world-changing entertainment.

After spending 12 years in high-tech and publishing creating integrated media programs for Microsoft, Nintendo, T-Mobile, and other major brands, Amy took time off in 2004 to travel and research, turning her creative vision and experience toward advancement in global sustainability. Her sabbatical led to the creation of Xeko and founding of Matter Group, an incubator for sustainability advancements. Xeko launched in 2006 to great fanfare, and has since won 15 prestigious national awards, extended into multiple media and eco-friendly product lines, and seeded a new generation of eco-leaders while funding biodiversity conservation. In 2010, Amy joined forces with the Kronenbergers, kindred spirits and creators of the world-changing Mirrored Gaming and Gaming for Good platforms, with a shared mission to co-develop Xeko and do some serious good through enriching entertainment, community building, and inspiring the kid in everyone.

A world traveler, artist, yogini and snowboarder, Amy is president of Seattle Art Museum's Contemporary Art Council and guest teaches at Seattle's School of Visual Concepts. A Boettcher Scholar, Tucker graduated magna cum laude from The Colorado College.

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