

Game-monetization company

PlaySpan is announcing today that it is hiring Stevana Case as its vice president of sales and business development. Though she is just 33, she has already had a long career in games.

Case was once known as Stevie “KillCreek” Case, she became famous in the 1990s after she beat John Romero, design of Doom and Quake, in a “death match.” A pre-law student, she switched careers and became one of the first professional gamers. Then she joined Romero’s company, Ion Storm, where she worked as a game tester and then a level designer. She moved in with Romero in 1999, started Monkeystone Games with him, and then they broke up and she left. She became even more famous when she did a shoot for Playboy magazine in 2000 as that ultimate male fantasy: a hot girl who played games.

She wrote strategy guides for games and then led a product-development team at Warner Bros. mobile game division. She worked at a series of startups, and in September, 2008, she joined Fatfoogoo as vice president of business development and sales. There she peddled a platform for virtual goods, and then she left for rival Live Gamer in January. **Fatfoogoo was acquired by Digital River in May.** And now Case has made the jump to rival PlaySpan.

“Stevie is a widely respected figure in the gaming industry, and she has a combination of passion, professionalism, and knowledge that is unmatched,” said Karl Mehta, chief executive of PlaySpan. “We are very excited to add her talents and business acumen to our work force, where we will be able to leverage her experience and contacts to expand our presence globally.”

“It’s great to be a part of PlaySpan’s seasoned executive team, and I am looking forward to contributing to the company’s overall success,” said Case.

Santa Clara, Calif.-based PlaySpan has a variety of businesses related to selling virtual goods. That includes a virtual currency platform, a digital goods marketplace, a micropayments platform, and prepaid Ultimate Game Cards that let people pay for online game subscriptions or virtual goods without credit cards.