

# Niv Gal

Engagement & Economy Consultant

Tel Aviv, Israel

nivgal.com

## CONTACT

[linkedin.com/in/niv-gal](https://www.linkedin.com/in/niv-gal)  
[nivgal.com](https://www.nivgal.com)

## SKILLS

- Monetization Strategy
- Product Development
- Game Economy Design
- SportsTech
- Gamification
- Live Engagement
- Operations
- Cross-functional Leadership

## TECHNICAL

- Python
- Routing & Switching
- CCNA / CCNP
- HTML / JavaScript

## LANGUAGES

- English - Fluent
- Hebrew - Native

## EDUCATION

Afeka Tel Aviv  
B.E. Electrical Engineering  
2024 - Present

Danon School  
Culinary Arts  
2020 - 2021

## PROFILE

Engagement and economy consultant specialising in monetization strategy, product development, and game economy design across mobile gaming and sports streaming. I move between strategy and execution: pitching concepts, building live engagement mechanics, and coordinating delivery across product, data, and engineering teams.

## EXPERIENCE

**Engagement and Economy Consultant** Aug 2025 - Present  
**DAZN Israel - Freelance**

- Led the pitch and launch of a scalable plug-and-play minigame engine for DAZN FanZone.
- Cut second-screen experience build cycles from months down to days.
- Debuted a drag-and-drop Play/Bench/Cut experience sponsored by Lieferando during a UEFA Champions League match.
- Designed engagement mechanics for large live audiences with tight timing windows.

**Managing Partner & Head of Growth** Oct 2023 - Present  
**Diagnose - Full-time**

- Driving growth strategy, partnerships, and expansion for the business.

**Monetization Manager** Apr 2021 - Jan 2023  
**SuperPlay**

- Owned monetization strategy across two live mobile titles with millions of active players.
- Designed and balanced in-game economies, pricing structures, and live event cadences.
- Worked closely with product and data teams to optimise conversion and retention metrics.

**Operations Manager** Sep 2020 - Apr 2021  
**SuperPlay**

- Managed end-to-end live operations for a top-grossing mobile game studio.
- Coordinated cross-functional deployment of game events, feature releases, and seasonal content.
- Built operational processes that reduced release friction and improved team throughput.

**Network Operations Engineer** Jun 2019 - Sep 2020  
**SecurityDAM**

- First responder to cyber attacks targeting major enterprise customers.
- Applied routing and switching skills to secure, complex network environments.

**Assistant Manager** Apr 2018 - Jul 2018  
**Brightcom Inc.**

- Co-established and managed the logistics department.
- Built the company's digital presence from the ground up, including SEO and content direction.

**Soldier, Military Intelligence** Jul 2015 - Mar 2018  
**Israel Defense Forces**

- Served in Military Intelligence for two years and nine months.