

**Ed Tomasi**

**Co-Founder**

**Subnation Media**

Ed Tomasi is an esports industry luminary with over 20 years of field experience. A former senior executive at ESL Gaming (now ESL FACEIT Group), Ed is a co-founder of Subnation Media and creator of their Esports & Gaming Academy. Ed leads Subnation’s esports advisory services team, which develops and executes strategies for governments and destination marketing organizations looking to build or grow their esports ecosystem. Through his efforts with the Esports & Gaming Academy, Ed has recently published an educational course intended to develop tomorrow’s local and regional esports industry workforce. Most notably, Ed has helped envision and develop the legislative bill with Rep. Jason Saine for the State of North Carolina called the NC Esports Incentive Grant Fund, which was signed into the State’s budget in December of 2021 by Governor Cooper, and which is the first statewide program of its kind in the United States, committing over $30m USD towards esports and gaming initiatives. Ed also serves as a founding member and co-chair of the Greater Raleigh Esports Local Organizing Committee, and serves as a volunteer advisor to the esports programs at UNC Charlotte and UNC Wilmington, where his sons attend college. Ed and his wife Colette have lived in Apex for the past 12 years.