

Frank Campbell

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Frank Campbell is Chief Business Officer at MindArk PE AB, Swedish creators of the Entropia Universe, the first virtual universe to utilize a Real Cash Economy. Frank's background in language studies allowed him to join MindArk and focus on external/internal communication, community management and collaboration with computer entertainment media. He has also been closely involved with online activities and development of the Entropia Universe. As virtual worlds reach beyond gamers and into corporate and public spheres, Frank is now focused on business development and the introduction of Entropia into new international markets and the presentation of the virtual universe to new strategic partners.