



## Starbreeze Appoints Paul Keslin as General Manager of Project Baxter

**Starbreeze has appointed games industry veteran Paul Keslin as General Manager of Project Baxter, responsible for steering the product's creative vision, business strategy, and team leadership. With over 15 years of experience spanning AAA development, live service operations, and product management, Paul will guide Baxter through its next phase of development.**

Paul joined Starbreeze in August 2025 as General Manager for Baxter, working across disciplines to align the project's roadmap, P&L, and team structure with the studio's long-term goals. In his new role, he will lead the game's creative direction, coordinate with publishing and production teams, and ensure that Baxter delivers an exceptional player experience.

Over his career, Paul has held senior production and product leadership roles at Ubisoft Stockholm, Avalanche Studios Group, DICE, and Electronic Arts. As Lead Producer at Ubisoft Stockholm, he was wholly responsible for delivering an unannounced AAA title, setting product goals and strategies in concert with studio and corporate leadership, and managing a team of directors. At Avalanche, he oversaw Generation Zero's roadmap and P&L, driving increased post-launch profitability. His years at DICE included producing Star Wars Battlefront II in partnership with Lucasfilm and leading the live teams for Battlefront I's final DLCs, while also shaping the in-game economies for Battlefield 4 and Battlefield Hardline.

*"Baxter is an exciting opportunity to create something unique, and I'm thrilled to lead such a talented team. My goal is to ensure that our creative vision and business strategy are perfectly aligned so we can deliver a game that players will love for years to come,"* said Paul Keslin, General Manager of Project Baxter at Starbreeze.

Adolf Kristjansson, CEO of Starbreeze, commented:

*"Paul brings an exceptional mix of production leadership, live-ops experience, and strategic thinking. His track record of delivering and evolving high-profile games makes*

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*him the ideal leader to take Project Baxter forward, and we're excited to see the impact he'll have on the product and our players."*

Beyond his production expertise, Paul brings a deep understanding of live-ops strategy, multi-discipline collaboration, and player-focused product design – skills honed across genres and platforms.

**For more information, please contact;**

Adolf Kristjansson, CEO of Starbreeze

[ir@starbreeze.com](mailto:ir@starbreeze.com)

Tel: +46 (0)8-209 229

**About Starbreeze**

Starbreeze is an independent developer, creator, publisher and distributor of PC and console targeting the global market, with studios in Stockholm, Barcelona, Paris and London. Housing the smash hit IP PAYDAY, Starbreeze develops games based on proprietary and third-party rights, both in-house and in partnership with external game developers. Starbreeze shares are listed on Nasdaq Stockholm. For more information, please visit [www.starbreeze.com](http://www.starbreeze.com).