

FACEIT launches collegiate esports division led by CSL founder

By **Mitch Reames** - June 22, 2020

Tournament platform and event organiser **FACEIT** has entered the collegiate esports scene in the United States, making a dedicated hire for the venture.

The new FACEIT Collegiate Esports Division will be led by **Duran Parsi**, the founder of **Collegiate Starleague (CSL)**. Parsi founded CSL when he was in college in 2009 and served as the CEO of the company until he departed in April.



Credit: FACEIT

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Parsi, with his new title of Head of Collegiate Esports at FACEIT, said the following in the release: "I'm extremely excited to embark on this new stage in my career. For over a decade I've been committed to creating a strong structure for collegiate esports. The importance of the grassroots scene cannot be overlooked and I'm very excited to join FACEIT today, a company that is truly committed to supporting the grassroots ecosystem.

"The new division at FACEIT will aim to further develop the collegiate gaming ecosystem by designing and executing on open, fair and rewarding programs that can engage with many collegiate players."

The division will partner with publishers and colleges to create more opportunities for student gamers. Colleges are one of the major growth points for esports in America; seemingly every university has a school club with dedicated resources, a passionate group of students taking it in their own hands or, for some, completely built out varsity programs with scholarships. In addition, some esports organisations are partnering with colleges to help them build out their programs.

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Michele Attisani, Co-founder and CBO of FACEIT, also commented: "The collegiate esports scene is an extremely interesting space for us. Similar to traditional sports, collegiate programs are essential to sourcing and developing the next generation of esports talent. We're hoping through our new department we'll be able to help a number of publishers and leagues enter into the space while also creating structured opportunities for players who are looking to hone their skills.

"We are very excited to have Duran onboard; his experience and background will be invaluable in reaching and supporting the Collegiate players, a community that he has been actively supporting in the past 10 years and a community he truly belongs to."

Esports Insider says: While plenty of companies are trying to centralise the collegiate esports world, no clear frontrunner has emerged. Riot Games and Activision Blizzard have taken collegiate esports initiatives in-house but FACEIT's focus will give meaningful structure to other esports and provide colleges with a trusted esports partner.