# Jetapult appoints AI experts to transform mobile gaming development



Jetapult, a prominent AI-driven gaming investment firm, has announced the addition of two distinguished AI experts, Oz Silahtar and Dr. Arjun Jain, marking a significant advancement in the company’s efforts to innovate within the mobile gaming sector. The announcement was made on 23 April 2025, signalling a strategic expansion of Jetapult’s AI capabilities aimed at revolutionising game development and user engagement.

Oz Silahtar, an MIT alumnus and seasoned entrepreneur, brings a wealth of experience in AI innovation. He is the founder of Tarentum AI and UA Hero, the latter acquired by TapNation, and previously led the EMEA division at Leonardo.ai before its acquisition by Canva in 2024. At Jetapult, Silahtar is set to guide studios towards enhanced operational efficiencies and pioneering content creation strategies. Speaking to TechnoSports Media Group, Silahtar expressed enthusiasm about Jetapult’s mission: “As an AI entrepreneur, I’ve always been focused on pushing the boundaries of what’s possible with machine learning and generative AI. I see Jetapult’s vision as a bold and timely move to transform mobile gaming. The team is exceptional, and the opportunity to apply AI — from rapid content creation to precision player targeting — is immense.”

Joining him is Dr. Arjun Jain, a generative AI and computer vision specialist with a doctorate from the Max-Planck Institute. Dr. Jain’s career includes significant roles at Apple and Weta Digital, where he contributed to projects such as Steven Spielberg’s “The Adventures of Tintin.” His role at Jetapult will focus on large-scale asset generation and AI-assisted content creation, aiming to accelerate and refine the game development process.

Jetapult’s strategic objective with this new leadership is to address critical challenges within the gaming industry. These include accelerating content production through large-scale asset generation, optimising user acquisition and app store optimisation in a privacy-conscious landscape, and enabling data-driven decision-making by integrating comprehensive performance and user data systems.

Central to Jetapult’s innovation is the GamePac AI suite, a proprietary platform deployed across the company’s portfolio of studios. GamePac automates asset creation, generates performance-optimised advertisements, and provides AI-driven tools to empower game development teams, thereby enhancing productivity and creativity.

Sharan Tulsiani, Co-founder and CEO of Jetapult, commented on the firm’s direction: “AI isn’t just a tool — it’s the new infrastructure for how games will be built, scaled, and experienced. At Jetapult, we’re not just adapting to this shift — we’re leading it. By bringing in experts like Oz and Dr. Jain, we’re doubling down on our belief that the future of game development lies in AI-native studios. With our GamePac AI platform, we’re giving studios the ability to move faster, create smarter, and operate more efficiently — unlocking a new era of scalable, data-driven creativity in mobile gaming.”

Jetapult’s broader vision includes the creation of AI-native studios within rapidly growing markets, aiming to foster an environment where automation and creativity coalesce to shape the future landscape of mobile gaming. The company is actively recruiting engineers, researchers, and creatives with expertise in AI and gaming to join their expanding team.

This development from Jetapult suggests an evolving paradigm in mobile gaming, where artificial intelligence integrates deeply into both creative and operational aspects of game production, potentially leading to more innovative gaming experiences and streamlined development processes.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://etedge-insights.com/onboarding/jetapult-onboards-industry-leaders-oz-silahtar-and-dr-arjun-jain-to-strengthens-ai-expertise/> - This article supports the announcement of Jetapult adding Oz Silahtar and Dr. Arjun Jain to strengthen its AI expertise, focusing on advancing mobile gaming through AI innovation.
2. <https://europeangaming.eu/portal/latest-news/2025/04/23/180996/jetapult-strengthens-ai-expertise-onboards-industry-leaders-oz-silahtar-and-dr-arjun-jain/> - This source corroborates Jetapult’s strategic move to enhance its AI capabilities by onboarding Silahtar and Dr. Jain, aiming to address key challenges in the gaming industry.
3. <https://www.wamda.com/2024/10/jetapult-pumps-4-5-million-saudi-game-studio-umx> - Although not directly related to the AI hires, this article highlights Jetapult’s broader strategy in the gaming landscape, including investments in game studios.
4. <https://www.cbinsights.com/company/jetapult> - This page provides an overview of Jetapult’s offerings within the gaming industry, including capital and innovation tools for mobile game studios.
5. <https://economictimes.com/tech/funding/gaming-firm-jetapult-acquires-majority-stake-in-saudi-arabia-based-umx-studio-for-4-5-million/articleshow/114194829.cms> - The article discusses Jetapult’s investment in UMX Studio, underlining its strategy to support game development through funding and expertise.
6. <https://www.noahwire.com> - As the source article, it provides the foundational information about Jetapult’s advancements in AI-driven gaming investments and innovations.
7. <https://news.google.com/rss/articles/CBMia0FVX3lxTFBYZ2JQNkxkZXJ5bTNCeUs5UktPeG9feE9SNmM3RG9BVE11UTA0MWVQUEJSTXFiVXBYRHNwcEI5S01ZV3JlNVc0UGxBbE5NbFlVdDRSNldmZS1Xc2VUQzR0TDlfdzZsLXdUMWdN?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data