

KEYNOTES

Per SUNDIN, Senior VP at Universal Music

Veteran major label record executive Per Sundin is senior VP – Nordic Region for Universal Music since March 2013. He continues in the role as chairman and CEO of Universal Music Sweden occupied since 2008.

Prior to that, Sundin had served as MD of Sony BMG Sweden since a restructuring of the major's Nordic team in October 2004. A Sony Music stalwart, Sundin was MD of Sony Music Nordic previous to the Sony BMG merger, and ran the Swedish company as MD of Sony Music Sweden before that. Sundin began his career in the music business in 1989 as Marketing Manager at CBS Records (now Sony Music) in Sweden, becoming marketing director in 1991.

Nick RUST, Chief Executive British Horseracing Authority

Nick Rust was appointed Chief Executive of the British Horseracing Authority (BHA), the sport's governing and regulatory body in November 2014. Nick Rust served as Retail Director of Ladbrokes PLC as well as Head of Retail Business for UK, Ireland, Spain and Belgium at Ladbrokes PLC in 2011. He has worked previously at Sky and Gala Coral and has extensive experience in all aspects of the retail gaming business, the wider bookmaking industry, and regulation.

PANEL on INNOVATION

Anne LALOU, Managing Director of the Web School Factory and Innovation Factory

Anne is Managing director of Web School Factory and of the Innovation Factory, respectively a school of management of the digital innovation and an ecosystem of open-innovation and co-construction between companies, think tank and students around the digital innovation. At the same time, Mrs Lalou is member of the board of directors of Eurazeo, Korian, Natixis and Foncia.

She began her career at Lazard in London and Paris and became Manager of the Prospective and Development at Havas and later CEO of the Havas Electronic Edition. She joined Nexity in 2002 as General Secretary and Vice-President, Business Development before taking the Head office of Distribution until 2011.

Guillaume DOLBEAU, Head of Digital Development & Innovation at PMU

Guillaume joined PMU in 2000 to create the e-PMU and set up a multi-channel strategy.

He created www.PMU.fr, and managed the developments on mobile, tablets and other digital devices.

Since 2013, he is in charge of the Digital Development and Innovation department. Besides the direct responsibility of the digital services he imagines the future, experiments and implements innovative concepts in mixing technology and customer's experience.

Prior to PMU, Guillaume worked for Lego and La Française des Jeux.

David NAIM, Partner in the Marketing and Innovation dept. at EY

David works on a daily basis on innovation and disruption models, he advises Pernod Ricard for BIG.

David is an entrepreneur having created and grown Greenwich Consulting before joining the EY network.

Bernard MARANTELLI, Founder and CEO of Colosussbet

Bernard Marantelli grew up in an Australian bookmaking family and has been a successful player of multi-leg pools bets for over a decade. Bernard firmly believes that pools betting is a sleeping giant and that lottery-sized sports jackpot bets will deliver industry growth.

In 2013 Bernard launched Colossus Bets, home of the weekly £10,000,000 Pick 7 Colossus. In the past 12 months Colossus Bets has signed deals for the distribution of its sports pools across 5 continents with live B2B partners now including Betfair, Ladbrokes and BoyleSports. The firm has won a number of industry awards for innovation and been granted a series of patents in relation to cash-out across all forms of betting and gaming.

Ed COMINS, President of Watch & Wager

Ed Comins is the President of WatchandWager.com LLC (WAW), a licensed on-line Advanced Deposit Wagering company, based in San Francisco, California. WAW is licensed in multiple States throughout the USA, and expects all sources handle through its systems to exceed \$200million in 2015. WAW offers the widest selection of racetracks of any ADW in the world, at www.watchandwager.com with notable contracts in USA, Canada, Hong Kong, France, UK, Ireland and many others. WAW is also the operator of Cal Expo racetrack in Sacramento. Ed is also Managing Director of the parent company Webis Holdings PLC, listed on London Stock Market (AIM).

Prior to his US operations Ed worked in the land based and online gambling space in London with Coral, Ladbrokes and the UK Tote, where he had overall responsibility for developing Totepool's off-track pari-mutuel business.

SESSION 1

Benoit FABREGA, Executive Secretary of the Technical Department at LeTROT (French trotting Federation)

Benoit entered the LeTROT Company in 2004 as Head of the International Unit. His duties included setting up a strategy to promote international development of the horse breed "Trotteur Français". To date, 28 countries are partners in this programme. Since 2011, he holds the position of Executive Secretary to the Technical Department in charge of international affairs and transverse projects within the Company.

Benoit started his professional career at the Sopexa as a Product Manager for french agro foods in Paris (1994-1995) and in Canada (1995-1997). He later worked for the Regional Haute Normandie Council (1997-1999) and joined Montreal racecourse Communication, Marketing and International team until 2003.

Keith BRACKPOOL is equity partner and member of the Executive Board of the Stronach Group (TSG), one of the world's leading horse racetrack operators and suppliers of pari-mutuel wagering technology. TSG racetracks include Santa Anita Park, Pimlico Race Course (home of the Preakness), and Gulfstream Park. TSG is a leading producer and distributor of televised horse racing programming and one of the world's leading thoroughbred race horse breeders. He has served as Commissioner of the California Horseracing Board (CHRB) from 2009-2013, appointed by Governor Arnold Schwarzenegger.

Peter CLARE, Consulting Partner at Seven League

Peter comes from a consumer marketing background, having managed brands and delivered successful campaigns for Levis', Paramount, Sony Playstation and adidas. In 2007 he moved into digital marketing, spearheading website, video and social media strategy at The FA, more recently he was Head of Digital for Bacardi's portfolio of spirit brands. At Seven League Peter specialises in digital strategy, social media, online video, mobile and web/app development in sport, working with clients to accelerate their digital performance. Recent successful projects include developing UEFA's social media strategy, working with over 40 European national football associations and developing Great British Racing's digital strategy.

Cyril SMET, Director and Founding partner of OPENFIELD

Cyril Smet, one of the co-founders of OpenField, is a computer engineer trained at the University of PARIS VI Pierre et Marie Curie. Cyril is an expert in CRM, Data Management and Business Intelligence. He has served as the director of technology projects for international events, major sports organizations, arenas, and shopping malls. Clients have included the 2007 Rugby World Cup, Fédération Française de Rugby, Paris Saint Germain, the new stadium Pierre Mauroy in Lille, and Altarea-Cogedim group shopping malls.

OpenField is a software solution that integrates data from third party applications and infrastructure systems.

Mikael KUDREN, Digital Business Development Manager at ATG

Mikael has been the Product Owner of ATG's new digital platform, launched in September, and is currently establishing ATG's Innovation Lab. Before joining ATG in 2011, Mikael was working as a consultant in the internet industry for 14 years at Razorfish, Fantasy Interactive and Gimlet.

SESSION 2

Vincent BOON is Head of Community, Standing On Giants

Vincent's aim is to transform the way businesses communicate with customers

Arguably the leading expert in the burgeoning world of community management, giffgaff's head of community, Vincent Boon, has now turned his attentions and talents to Telefónica Digital's new operating business, Standing on Giants. The B2B proposition has launched with the mission to be global leaders in serviced community management, essentially enabling businesses access to the magic ingredients that have made giffgaff such a success story since its launch in 2009.

Prior to giffgaff, Boon's career had focused on the computer games industry.

Chloé BEAUVALLET, Director of Services and Clients' relations at the PMU

In charge of all inbound contacts management, Chloé joined PMU in 2011 to create a Direction dedicated to customer service. Her team manages - on high standards of quality of service - 2.3M contacts per year, from bets and queries by phone to social networks conversations, from e-mails to chat, from IVR to on line selfcare, initiated by both prospects and customers whatever the universe might be (racing, sports, poker, on and off line). The last channel launched is a collaborative platform between betters. Besides, she is actively involved in associations working on the development of CRM expertise and cultural transformation of companies which move toward customer centricity. Formerly, Chloé spent 11 years by the pay TV group CANAL+ on different customer marketing topics: loyalty management, retention, customer service, up and cross sell, payment solutions.

Maria SANDELL is CEO and co-founder of Genera Networks, a fast-growing provider of unique lottery formats, licensed exclusively to lotteries and regulated operators.

The business idea is to bring innovation to lotteries and develop lottery formats with high revenue potential. Genera Networks games are unique in their combination of simplicity, high entertainment, broad distribution, and attractive winnings. The games attract new target groups and do not cannibalize on existing lottery products. Nabor, the lottery where you win with your neighbours, is live in Finland and licensed to several other WLA lotteries.

SESSION 3

Vincent CHAUDEL, Director of Communications and Marketing at Kurt Salmon

Vincent has worked as adviser in the sports sector since the early 2000s and is today Director of Communications and Marketing at Kurt Salmon and leads the sports management competence within the firm. After a professional thesis conducted in Canada, he created in 1999, the consulting activity in Showteam, sports marketing company, before joining Deloitte in 2001 to create the consulting sports Management department. He developed extensive skills (strategy, organization, marketing, communication) to the media, sports organizations (federations, leagues, clubs) and public actors (states, ministries, local authorities). In 2009, Vincent was elected Vice- President of Sport and Citizenship, the first European think tank focussing on social issues related to sport.

Rod KOHLER, Managing Director at Revolution Sports + Entertainment

Rod has worked in the international sports marketing industry for two decades on behalf of clients including Travelex, KPMG, Coca-Cola, Rolex, Mizuno, Heineken, Motorola and adidas. Rod's expertise is in international sponsorship and communications and he has been involved in managing-multi office PR programmes for clients involved with sports events including Formula One, the FIFA World Cup™, the Olympics, the Davis Cup, the Cricket World Cup, the Julius Baer Beach Polo World Cup and the Rolex FEI World Cup™ Jumping.

Amélie BOURDIN, Deputy Director of Danone Nations Cup – Danone Group

Danone Group has created and integrated its owned sport events in its global strategy. The Danone Nations Cup has been created in 2000 and Amelie manages the event since 2006. She has accompanied the development of the local tournaments in the 32 countries and managed the organisation of the World Final every year in a different country. She was previously Project Director in Havas Sports for clients like Orange, Societe Generale, Fly Emirates...

Sten ANDERSEN Chief Marketing and PR Officer at ATG Sweden

Sten started his career at Unilever, spent the next 15 years in the communication/advertising industry including WPP, Leo Burnett and DDB of which 10 years as Managing Director and Strategic Advisor. Joined OBH Nordica as VP Marketing & Communication before joining ATG.

Moderator

Jason BRAUTIGAM is Chief Executive at British Dressage and Director of Spirit Sports Marketing

With over 20 years of experience in racing and betting, Jason has worked on both sides of the industry. He was Head of Marketing for Ascot Racecourse for six years, from 1999 to 2004, and then held various positions at the UK Tote, including Director of Racecourse Business and ultimately Managing Director of their pool betting division. Following the sale of the Tote, Jason left in 2012 to set up his own consultancy business, Spirit Sports Marketing, providing business development advice and support to organisations in the racing, betting and sports sector. Inspired by the legacy of the London 2012 Olympics, he branched out into equestrianism and has been Chief Executive for British Dressage for the last 18 months.