

# GLI's Karen Marcela Sierra-Hughes confirmed as ICE Ambassador



Clarion Gaming has added to its ICE Ambassador team of senior international gaming influencers with the appointment of Karen Marcela Sierra-Hughes, Vice President, Latin America Caribbean and Spain at GLI.

A Panamanian attorney with a Master's in Commercial Law Karen Marcela Sierra-Hughes has vast experience in the gaming, sports betting and lottery sectors and has played a leading role in the evolution of the Latin America and Caribbean industry driving the vision for a regulated sector which is aligned with international best practice.

Confirming the appointment **Stuart Hunter Managing Director at Clarion Gaming** said: "The ICE Ambassador team comprises a corps of international thought leaders drawn from all sectors of the industry who give their time, insight and advice freely.

"Essentially the ICE Ambassadors are a C-Suite of critical friends who provide myself and the team responsible for delivering ICE with a sounding board for ideas, and who apply their hands-on experience to issues relating to the development of the ICE show experience for exhibitors and the 45,000+ industry professionals from 150+ nations who attend ICE.

"Using her law degree and extensive gaming regulatory experience Karen has helped guide the government agencies in Latin America to improve the regulatory landscape providing advice that has led to comprehensive and responsible laws and regulations. Significantly she also knows the industry from a different perspective having previously served as Legal Director of the Panama Gaming Control Board.

"As a team we are delighted to welcome Karen Marcela Sierra-Hughes as an ICE Ambassador at this important time as we prepare to welcome the world to ICE London 2024 and continue our preparations for the historic first edition of ICE Barcelona in January 2025. Event organisers have to plan for the future and Karen's background chimes with the increase in LatAm attendance that we anticipate as a result of ICE taking residence in Barcelona."