



ICE VOX solidifies ‘unprecedented’ C-Level line-up uniting decision-making and diversity

ICE London’s acclaimed reputation as the most important centre of learning for international gaming professionals has been underlined with confirmation that the make-up of speakers bringing 2020 vision to this year’s ICE VOX will be the most impressive in terms of seniority and diversity of the event’s history. Daniela Johansson, Deputy CEO and Chief Responsibility Officer, PAF, Monika Racek, CEO, Admiral Casinos and Ulrik Bengtsson, CEO, William Hill will be among the 200+ speakers sharing their insight and knowledge at ICE VOX, which comprises six tracks running across the 3-4 February at ExCeL London, UK.

Previewing this ground-breaking edition of the two-day ICE VOX conference, Clarion Gaming’s Sadie Walters said: “For 2020, we will feature an unprecedented amount of C-Level speakers with some of the most influential decision makers and thought-leaders from across the entire global gaming ecosystem primed to provide insights and knowledge tackling the biggest issues in global gaming. This year’s edition will feature 48 hours of learning delivered by key speakers drawn from both within and outside the gaming industry who will deliver tangible benefits that delegates can take back to their businesses and improve performance. We have worked closely with the industry to ensure ICE VOX reflects the dominant themes and trends, hence the inclusion of a second day for the Casino Conference focussing on hospitality, tech and innovation and an entire track dedicated to Advertising & Marketing.

“One of the most notable aspects of this year’s line-up of industry leaders is the representation of diversity across the board,” she added. “Currently the line-up features several women of C-Level or above, which is hugely encouraging in terms of highlighting the growing position of influence women have across all levels of seniority throughout the various sectors of gaming. As our team continues to deliver a fresh new conference

of prominent voices whom attendees may not have engaged with before for ICE VOX 2020, we hope to continue to see that number increase, so watch this space!

"Our research has shown how much importance the industry places on the learning programme that's a part of the ICE London experience and our goal this year was to reflect the position of women in power and ensure this is part of the conversation. Crucially however, this isn't simply about representation, it's about ensuring the make-up of our panels is reflective of the industry as a whole and ideas and insights on display across the agenda come a variety of voices dedicated to helping shape and drive the industry forward into the future."

The most recent C-Level decision makers to be added to this year's ICE VOX, the broadest, most international gaming conference on the planet, comprises: *Adekunle Adeniji, CEO, 9jawin; Anna Hemmings, CEO, GamCare; Bashir Are, CEO, Lagos State Lotteries Board; Bob Soper, CEO, Sun International; Britt Boeskov, Chief Experience Officer, Kindred Group; Daniela Johansson, Deputy CEO and Chief Responsibility Officer, PAF; Elen Barber, Chief Marketing Officer, Kindred Group; Elicia Bravo, Chief Strategy Officer, Lottoland; Erwin Van Lambaart, CEO, Holland Casino; François Maugis, Chief Information Security Officer, PAF; Gustaf Hagman, CEO, LeoVegas; Itai Pazner, CEO, 888; Jose Antonio Esteban Sanchez, Product CTO, Codere; Martin Nordh, CEO, Acuminor; Michael Siberling, Chief Operating Officer, Mohegan Sun; Monika Racek, CEO, Admiral Casinos; Morten Eriksen, CEO, Lotteries Entertainment Innovation Alliance; Nyreen Llamas, Chief Strategy Officer, MoPlay; Nick Tofiluk, CEO, Cyprus Gaming and Casino Supervision Commission; Pontus Lindwall, CEO, Betsson; Remi Iwayemi, CTO, Lagos State Lotteries Board; Rostyslav Maikovych, Chief Data Officer, Parimatch; Shelley White, CEO, Responsible Gambling Council; Simon Thomas, CEO, Hippodrome Casino; Ulrik Bengtsson, CEO, William Hill, and Younes El Mechrafri, CEO, MDJS (Moroccan Lottery).*

To Look into the Future with the full speaker line-up of 200 thought leaders, book your passes at: www.icelondon.uk.com/ice-vox.