

## Iain London to head up Aristocrat EMEA product management

London, 27th July 2015

**Aristocrat Technologies has appointed experienced industry professional, Iain London to the newly created post of Product Management and Business Development Director – EMEA.**

Iain brings over 20 years of gaming industry experience spanning both operations and supply in Europe, Africa and Asia-Pacific, relinquishing his most recent position as Vice President, International for Zitro.

Having started his operational career with Sun International, Iain rose quickly through the ranks, gaining international experience and going on to hold various senior management posts with companies such as Casino Magic and Max Bet Gaming.

His journey on the supply side of the industry saw him joining Atronic International, where he started in sales, rising to be General Manager, Africa. This was followed by a stint with Progressive Gaming International, where his roles included European Sales Manager, Director of International Product Management and Business Development, before he joined Playtech as Vice President of Sales at Videobet, specialising in server-based gaming solutions.

James Boje, Aristocrat Managing Director – EMEA, commented on the appointment, “As part of a regional restructuring program, we have split our sales and product management functions to create a more customer-focused organisation. Iain has a proven track record across many areas of our industry and his experience and expertise will be instrumental in steering the successful delivery of Aristocrat’s growing, market-leading product portfolio across the EMEA region.”

**Image attached:** Iain London, Aristocrat’s new Product Management and Business Development Director for the EMEA region.

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