

Aristocrat appoints Alfonso Sánchez Montalbán as Sales Director (non-casino) for the EMEA region

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Aristocrat Technologies has strengthened its EMEA team with the appointment of experienced industry professional, Alfonso Sánchez Montalbán, to the newly created role of Sales Director for non-casino segments. The appointment is effective from 3rd September.

Mr Sánchez Montalbán has almost four decades' experience across the gaming industry, having held a number of senior commercial and operational roles spanning both manufacturing and operations segments in global markets. Having begun his career at Marbella Casino, he has also occupied leadership positions at Casino Costa Cálida (MD), Metronia Group (GM), Casino Gran Madrid Group (COO) and Zitro Group (COO). Mr Sánchez Montalbán comes to Aristocrat from Luckia G.Group, where he had responsibility for the Group's 14 casinos across Europe and South America as Casinos CEO.

James Boje, Managing Director - EMEA, said "Aristocrat has exciting plans to grow in segments outside our traditional Class III (casino) space throughout Europe, the Middle East and Africa. Alfonso's vast wealth of experience will bring added impetus to our growth plans other strategic projects across the region."

Mr Sánchez Montalbán added, "I am delighted to be joining the Aristocrat team at such an important time. I look forward to working with customers and the Aristocrat team to continue to grow our offer and to help bring more value to customers and players every day."

Image caption: James Boje (left) welcomes Alfonso Sánchez Montalbán to Aristocrat's EMEA leadership team.

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