

# Structural and personnel changes at MERKUR SPORTWETTEN

**Andy Bentley and Adam Lomax reinforce and head up product teams**

Espelkamp – As from July 2021, the product team at MERKUR Sportwetten GmbH has been split into two different departments. While the “Digital Operation” team concentrates on the commercial success of the digital business and supports the COOs with digital growth in the individual markets, the “Technology & Delivery” team focuses on the provision of customer-oriented and high-quality products. “The new structure within our product team provides valuable resources and a more targeted focus on developing our online business. Now that we have well-established platform and technology partners, the team’s focus has to shift from ‘build and develop’ to ‘deliver and grow’,” explains Markus Ettl, Management Spokesperson at MERKUR Sportwetten GmbH.



Andy Bentley

The Digital Operation team is led by Andy Bentley. After having served the company as a consultant since November last year, the 40-year-old joined MERKUR SPORTWETTEN as Chief Operating Officer – Digital on 1 July 2021. In his new role as Head of the Digital Operation Team, he is responsible, among other things, for increasing the growth of online business, for providing first-class customer service and for defining

the online product range. The Edinburgh native has many years of professional experience in the gaming industry and has already held senior positions for several renowned companies in the gaming and entertainment industry. "As a team, we have a clear vision: to create the best omnichannel experience across Europe. I'm very excited to be a part of this vision and to accompany MERKUR SPORTWETTEN on this journey as well as to drive it forward," Andy Bentley says.

The "Technology & Delivery" segment will be the responsibility of Adam Lomax as Director Technology & Delivery B2C. The 42-year-old has been with the Gauselmann Group since 1 March 2021 and was initially responsible as Program Director for the provision of the platform and systems for the international land-based and online market. In his new role as Director Technology & Delivery, Adam Lomax has been responsible for the new and further development of MERKUR SPORTWETTEN products since 1 July 2021. Adam Lomax draws on more than 20 years of experience in the gaming industry and most recently worked for many years at a large international retail casino group.

"I am thrilled to be working in such a future- and quality-oriented company. Splitting up the product team enables us to respond to the needs of our customers and business partners in an even more targeted and effective way. This presents an exciting opportunity to reshape the way MERKUR SPORTWETTEN drives international growth," Adam Lomax explains.

"With the appointment of Andy Bentley and Adam Lomax, we have been able to attract two experienced and proven experts and are thus taking a big step on the long-term path becoming the best omnichannel provider in the whole of Europe," Markus Ettlin says.