

## **NOVOMATIC Americas promotes Kathleen McLaughlin to Vice President of Corporate North American Sales and Marketing**

**Mount Prospect, Illinois, June 15, 2022 (Wire)** – NOVOMATIC Americas announced today that Kathleen McLaughlin has been named Vice President of Corporate North American Sales and Marketing. The appointment highlights NOVOMATIC'S commitment to customer alignment, including greater support in collaborating with corporate customers to implement high-return gaming solutions on their casino floors. A member of NOVOMATIC's Global Marketing Forum, McLaughlin has served in various roles including Vice President of North American Marketing and Vice President of North American Product Management since December 2017 and continues to report to President and Chief Executive Officer Rick Meitzler.

As Vice President of Corporate North American Sales and Marketing, Kathleen McLaughlin will oversee the company's efforts to enhance corporate sales and focus resources on the development of corporate customer relationships, further strengthening customer sales and service initiatives throughout North America. She is responsible for NOVOMATIC Americas' National Account customers, including multi-site casino operators and other key customers with mid-to-large commercial operations. Among other initiatives, the corporate sales effort is focused on establishing multi-year partnerships and collaborative development opportunities with customers. McLaughlin's new responsibilities reflect recently implemented initiatives aimed at refining NOVOMATIC Americas' product plans to use its content and product development strengths.

As Vice President, North American Marketing since December 2017 and earlier as a consultant in Marketing for NOVOMATIC (beginning January 2015), McLaughlin has held the primary responsibility of Vice President of Marketing and Product Management, North America, during which time she worked closely with internal and external customers to further their understanding of the company's key product and technology initiatives. She joined NOVOMATIC officially in 2017, and before joining the company held various key license positions in marketing and operations for several world-class casino operators and vendors.

Rick Meitzler, President and Chief Executive Officer of NOVOMATIC Americas, commented, "For over five years working with NOVOMATIC Americas, Kathleen has consistently demonstrated creative leadership and success in delivering and growing our North American customer base while supporting the company's execution against strategic growth initiatives. Her ability to lead North American corporate sales and build upon the strong relationships the sales team enjoys with our customers will be vital. Kathleen will play a significant role in achievement of our financial and strategic goals, including our prioritization of resources on near-term revenue opportunities."

Kathleen McLaughlin, said, "Our customers' current product needs and plans, and our ability to respond accordingly are critical to NOVOMATIC America's growth and ultimate success. I'm pleased to work with such an accomplished sales organization and to be given the opportunity to build on the solid foundation that they have worked hard to establish. We are more engaged with our customers than ever. We have spent the last five years listening and strategically expanding our product lines, and we are now prepared to execute on business opportunities in both the near and long-term."

**About NOVOMATIC Americas**

NOVOMATIC Americas is a subsidiary of the NOVOMATIC AG Group, one of the biggest international producers and operators of gaming technologies and employs around 21,200 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in about 50 countries and exports high-tech electronic gaming equipment and solutions to about 100 countries. The Group operates around 212,000 gaming terminals and video lottery terminals (VLTs) in its some 2,000 plus gaming operations as well as via rental concepts.

Through its numerous international subsidiaries, the NOVOMATIC AG Group is fully active in all segments of the gaming industry and thus offers a diversified Omni-channel product portfolio to its partners and clients around the world. This product range includes land-based gaming products and services, management systems and cash management, online/mobile and social gaming solutions as well as sports betting solutions together with a range of sophisticated ancillary products and services. Find out more at [www.novomaticamericas.com](http://www.novomaticamericas.com)

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