

HOUSE of EXPERTS

Powering the World's Lottery Revenues



On a 23-acre wooded campus along the high tech corridor that leads to Atlanta, Scientific Games global lottery headquarters is a 24-hour/7-day a week hub of energy. Surrounded by more than 700 technology companies in the once rural city of Alpharetta – now called the Technology City of the South – the lottery supplier has created continuous momentum for 45 years to impact the success of the world's lotteries.



The lottery headquarters houses data scientists, game designers, mathematicians, software programmers, engineers, digital developers, printing specialists, manufacturing technologists, lottery sales professionals, logistics gurus, government relations advisors, legal counselors, and just about every category of expert you can imagine. That's not counting the team of robots that ensures no one ever knows where the winning instant "scratch" game ticket is located.

The real winners of the expertise on this campus are the lottery beneficiaries that do tremendous good in their communities thanks to lottery funding.

"It's humbling to think that when we come to work every day, we are doing good to benefit the quality of life in communities around the world – whether it's for education, senior citizens, veterans, health and welfare, the environment, or other state programs funded by lottery profits," says Pat McHugh, Group Chief Executive Lottery for Scientific Games.

With that purpose comes a strong sense of responsibility. It's a high-profile balance of lottery profits and player protection. As a publicly traded company and the only U.S.-headquartered major lottery supplier in the industry, Scientific Games takes its role in the lottery ecosystem seriously.

"Our employees understand that lottery games touch millions of consumers' lives in countries throughout the world daily. They take great pride in their expertise and unique role in the lottery

ecosystem, and use the company's rich history of data, insights and experience to help our customers maximize profits," McHugh explains.

Like any other consumer product, lottery games must give players the entertainment value they expect, and be delivered to the marketplace quickly and efficiently.

"Although lottery is an age-old tradition – many of America's oldest colleges, universities and infrastructure, some of which are now historic landmarks were funded by lotteries – it is now an \$89 billion global consumer product category that requires industry experts and constant innovation to keep it relevant and exciting," shares McHugh.

Supplying 70% of the world's instant games and powering more than 50 lotteries with systems and retail technology, the company has harnessed the talents of a team of experts at its lottery headquarters to manage every aspect of its business.

The Alpharetta campus is where expertise meets innovation. More than 1,200 talented employees apply their knowledge to making their customers successful, and the world a better place. The facility is the company's largest of its five instant game manufacturing facilities worldwide, the center of its renowned work in lottery insights and analytics, and an incubator for lottery tech innovation.

Here's a look behind the scenes at just a small cross-section of experts who work under one roof to help make it all happen in a big way.





Government Relations

Emily Marsh

As Regional Vice President of Government Affairs at Scientific Games, Emily Marsh oversees lottery customers in the Southeast region of the U.S. Keeping a pulse on the area's political landscape, she follows legislation and advocates for the lottery industry and Scientific Games. She helps educate legislators and stakeholders on ways to grow state lotteries and their returns to beneficiaries. Emily is an alumnus of Leadership Georgia, Class of 2016, one of the nation's oldest and most successful leadership training programs for young business, civic and community leaders. When she's not working, Emily enjoys traveling and spending time outdoors with her husband and Golden Retriever, Murphy.



Global Proposals

Brannan Wise

As Senior Proposal Manager at Scientific Games, Brannan Wise works with nearly every area of the company, from legal and finance to licensing and interactive. In this role, she leads the RFP bid response process, and ensures proposals are successfully executed from start to finish. She manages collaboration between technical subject matter experts, business executives and others on the proposal team to ensure the company offers customers the right products and innovative services to drive sales and maximize revenue for good causes around the globe. A 16-year veteran at Scientific Games, Brannan holds an APMP certification from the Association of Proposal Management Professionals for bid, proposal, business development, capture and graphics professionals working in a bid and proposal environment. A fun fact about Brannan: she first met her would-be husband in the early 80s at his cousin's (her best friend's) birthday party. They married more than 30 years later and are the proud parents of three boys.



Instant Product Management

Jason Prentice

Vice President of Game Creation Jason Prentice has worked in the lottery industry for 16 years with over a decade spent managing the Georgia Lottery's instant game business. He oversees the company's instant game design and portfolio management for all customers who produce games in Alpharetta, including support for the premier *Scientific Games Enhanced Partnership (SGEP)* program for high-performance instant product management. His teams are directly responsible for advising lottery customers on all aspects of their instant game strategy and execution, creating high-impact instant game designs and new content and play style innovations from the Dream Team. He is passionate about coaching his two children in softball, baseball, golf and tennis. Jason met his wife Dawn while refereeing a summer league basketball camp and he is a former member of the Georgia Tech Yellow Jackets basketball team playing under Coach Bobby Cremins.



Data Scientist

Haley Bobo

As a Data Scientist at Scientific Games, Haley Bobo provides customized regional analysis and insights including sales forecasts, product optimizations and loyalty program predictions. Through advanced machine learning techniques, she has developed models that can predict the performance of any game a lottery may produce. Using her data and recommendations, lottery customers can optimize instant product portfolios to provide a fun and engaging selection of games for players. Haley taught statistics for two years while earning a Master of Science in Applied Statistics. Forever a fan of all things Halloween, she and her husband had an antique Halloween-themed wedding at an old house they grew up believing was haunted. (No ghosts were in attendance.)





Instant Product Innovation

◇ Danielle Hodges

Danielle Hodges plays a major role in product innovation as Advanced Industrial & Product Designer at Scientific Games. Her eight years of expertise helps solve instant product game challenges for lottery customers, growing their categories through new print techniques and talking with players to continually improve lottery products. She does this by collecting, sorting and analyzing internal and external data, including consumer research to deliver marketing toolkits to the global sales teams. Danielle earned her Bachelor of Science in Art Design and a Master's in Business Administration. She's passionate about trying new experiences, especially when traveling. Checks off her bucket list include riding a camel in Cabo San Lucas, swimming in a bioluminescent bay, and diving with sharks (in a shark cage) on the Hawaiian island of Oahu.



Client & Creative Services

◇ Laurie Pierce

A 25-year veteran of Scientific Games, Lottery Lead Account Director Laurie Pierce is responsible for day-to-day instant game operations for multiple lottery customers. Her role includes developing instant game launch schedules, establishing prize structures and coordinating instant game artwork. Lottery customers rely on Laurie to be their voice within Scientific Games, providing them with the best products and the most attractive game designs. A shining example of giving back, Laurie started a ministry, "Love From Linda," in memory of her mother who passed away of Alzheimer's. She provides walkers, wheelchairs, pill box organizers and nutritional supplements to senior citizens in her community.



Game Programming

◇ Ashley Gantt

Intrigued by the idea of writing gaming software, Ashley Gantt began his career as a programmer at Scientific Games 22 years ago after graduating with a Computer Science degree from the University of Georgia. Today, he is Senior Director of Game Programming and oversees a team of programmers and auditors who create \$65 million worth of instant game lottery data every day. Working for Scientific Games is especially meaningful for Ashley since he was one of the early recipients of Georgia's HOPE Scholarship, a college scholarship funded by the Georgia Lottery. He views lotteries as the engines that drive good causes forward and he's extremely honored to be a part of the industry. He's also the proud owner of a 1950 Ford tractor, which still runs like a champ.



Security / Compliance

◇ Rick Maxwell

As Senior Director of Security and Investigations, Rick Maxwell is one of four compliance officers at Scientific Games lottery headquarters. His responsibilities range from ensuring that the company's compliance plan is followed and relevant issues are reported to the Compliance Committee to conducting due diligence on potential customers, vendors and suppliers. He also oversees the physical security program to safeguard the company's employees and products. Rick joined Scientific Games after retiring from the FBI, where he served as a special agent for nearly 20 years. Outside of the office, you can find him cheering on his beloved Texas Longhorns and Georgia Bulldogs, especially during college football season.





Systems Technology

^ Kent Christensen

A 30-year veteran of the lottery industry, Kent Christensen oversees software development for lottery product innovation and development as Senior Director of Software Engineering and Product Development at Scientific Games. His team develops the software for the company's advanced retail and analytics technologies including *gem|Enterprise™*, *gem|Retailer™*, *gem|Intelligence®*, *SCIQ®*, *Ravenweb*, *Infuse™* and more. When Kent isn't developing software, he shows dogs with his wife. They compete at the highest levels and often have dogs ranking among the top five in the U.S. Kent has enjoyed sailing since he was a child, and once sailed from Bermuda to New Jersey, a four-day trip with no land in sight.



Retail

^ Mandy Carter

As Director of Lottery Retail Solutions at Scientific Games, Mandy Carter builds retail solutions that help grow lottery sales and generate funds for good causes. She feels fortunate to be a part of the company's talented Retail Solutions team, which works non-stop to develop, sell and deploy the most advanced and effective retail strategies and tools that drive lottery sales. Mandy works closely with both lottery and major retail chain partners to launch these innovative strategies and tool integrations on scales that range from small pilots to jurisdiction-wide deployments. She's worked in the lottery industry for 11 years. An ardent animal lover, Mandy owns a 350-lb pot belly pig named "Mookie" and five rescue cats ranging from 1 1/2 to 21 years old.



Interactive / iLottery

^ Will Reeves

Once a sous chef at an Italian restaurant, Will Reeves has worked his design magic at Scientific Games for the last 15 years. As Director of Creative and Game Design, he leads the Lottery group's Digital Content Studio creative and development teams, which are responsible for the design and creation of second-chance microsites, second-chance games, mobile lottery apps and other innovative and interactive products. Will is inspired by his coworkers' passion and creativity. He enjoys creating compelling digital experiences and games that players enjoy. When he's not designing games, he loves goofing off with his family.

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