



PGRI SMART-TECH FLORIDA 2025

CO-HOST FLORIDA LOTTERY



MARCH 4, 5, 6 - 2025

HILTON FORT LAUDERDALE BEACH RESORT

Double-Platinum Sponsors: IGT, Intralot, Pollard Banknote, Scientific Games

Platinum Sponsors: Abacus Lottery Everywhere, Allwyn, Aristocrat Interactive, EQL Games, Jackpocket, Inspired Entertainment, Instant Win Gaming (IWG), Zeal Network

Gold Sponsors: Alchemy3, Atlas Experiences, Carmanah Signs, Gambyt, GLI Gaming Labs, SCA

DAY 1 TUESDAY

Reception 5:00 to 7:00 pm. Ocean Front Nubé Rooftop Lounge

DAY 2 WEDNESDAY – MARCH 5

• 7:30 am to 8:30 am: Continental Breakfast
Foyer by the Del Sol Ballroom

8:30 am. Conference sessions commence in the Del Sol Ballroom

- **Welcome to PGRI Smart-Tech**
Paul Jason, Chief Executive Officer, PGRI, Inc.
- **Welcome to Fort Lauderdale!**
John Davis, Secretary (Director), Florida Lottery

KEYNOTE Speeches

- **Lotteries in an evolving landscape – Lessons to share**
Andreas Kötter,
Chief Executive Officer, WestLotto, Germany
Chairman of the Eurojackpot Lottery Cooperation
President of the World Lottery Association (WLA)
- **The Intersection of Sports and Lottery in the US, is it a Good thing or Bad thing?**
Harold Mays,
Director, Illinois Lottery
President of North American Association of State & Provincial Lotteries (NASPL)

Double-Platinum Thought-Leader Keynotes

- **Winning Tomorrow: Harness AI to Transform Your Lottery**
Sri N. Nedunuri, Senior Vice President iLottery Global, IGT
- **Making Retail Exciting Again (and Again): Re-engaging Players in the In-Store Experience**
Michael Cardell, Sr Vice President, Americas Systems, Scientific Games
- **The AI Dilemma: More Insights or More Noise?**
Adam Barry, Vice President of Business Development, INTRALOT, Inc.
- **Making Dreams Come True: Lessons Learned from a Record-Breaking iLottery Implementation**
Shannon DeHaven, Vice President of Digital Engagement, Pollard Banknote

10:30 am. Coffee Break

Thought-Leader Presentations

- **From Now to Next: Lotteries' Stake in U.S. Gaming**
Rob Wesley, Vice President, North America Customer Development, Aristocrat Interactive
- **Modernizing Lottery Games to Meet Evolving Consumer Expectations**
Helmut Becker, Chief Executive Officer, ZEAL Network
- **Mega Millions: Bigger, Better, Faster, More**
Joshua Johnston, Director, Washington Lottery and Lead Director of Mega Millions Consortium
- **Panel Discussion: Digital Lottery and the Player Journey: PLATFORM**
How is the digital connection to the player becoming the hub of the player journey? How is the digital platform driving players to interact with lottery at retail as well as online, supporting the anywhere, anytime, any way fashion the modern consumer expects?

Moderator: **Gretchen Corbin**, President & Chief Executive Officer, Georgia Lottery Corporation

Panelists:
 - **Shannon DeHaven**, Vice President of Digital Engagement, Pollard Banknote
 - **Durba Sinha Roy**, Vice President, Platform Products, Draw and Customer Growth, IGT
 - **Amy Warner**, Vice President, Digital Business Development, Scientific Games
 - **Rob Wesley**, Vice President, North America Customer Development, Aristocrat Interactive
 - **Stephanie Weyant**, Deputy Executive Director, Marketing & Products, Pennsylvania Lottery

12:30 to 1:30 pm: Lunch on the Ocean Front BalQony Terrace

Thought-Leader Presentations:

- **Modernizing Lottery to keep up with Retail Modernization**
Mike Purcell, Head of Retail Sales, Abacus Solutions International and
Jon Roth, Chief Revenue Officer for the Iowa Lottery
- **Disruptor or Disrupted: Carving out a role for lottery in a competitive marketplace**
Lorne Weil, Executive Chairman, Inspired Entertainment
- **Panel Discussion: Innovation through Interoperability, Integration, and Collaboration**

What can be done to reduce the cost and time and otherwise facilitate the integration of third-party products, services, technology, and solutions?

Moderator: **Paul Jason**, Chief Executive Officer, PGRI, Inc.

Panelists:

David Barden, President & Chief Executive Officer, New Mexico Lottery

Simon Butler, Chief Executive Officer, Abacus Solutions International

Kasia Cahill, Senior Director of Lottery Product Management, IGT

Brooks Pierce, President & Chief Executive Officer, Inspired Entertainment

Thought-Leader Presentations:

- **GO WIDE!: Score with Diversification Strategies for elnstants Growth**
Mike Pollard, iLottery Account Manager, Pollard Banknote
- **How Lotteries Can Harness the Power of Sports**
Jim Acton, Senior Vice President Business Development, EQL Games
- **One Year Later: An Update from DraftKings**
Derek Levesque, Sr. Director, Lottery Business Development, DraftKings and
Julin Shaw, Sr. Director, Lottery Business Development, DraftKings

3:30 pm Coffee Break

- **Panel Discussion: Digital Lottery and the Player Journey: CONTENT**

How are iLottery games evolving to appeal to the next generation of online players, drive growth, and retain player loyalty in the face of intense competition from other online gaming options?

Moderator: **Randy Spielman**, Chief Product Officer, North Carolina Education Lottery

Panelists:

Brad Cummings, Chief Executive Officer, EQL Games

Rhydian Fisher, Chief Executive Officer, Instant Win Gaming (IWG)

Alex Green, Vice President Games, ZEAL Network

Frank Suarez, President & Chief Executive Officer, Connecticut Lottery Corp.

Peter Sullivan, Senior Vice President Lottery, DraftKings

- **How the modern consumer is changing the face of retail, and why this is an opportunity for Lottery**

Jarrold Cummins, Director Commercial Business Lines, The Kroger Company

- **Panel Discussion: The Master Class: Driving Long-Term Growth in the RETAIL Instant "Scratch-off" Games Category**

What can Team Lottery do to drive growth and longevity into the life-cycle of Instant "Scratch-off" games at retail? How are Player Preferences evolving - How can lotteries effectively engage and retain modern and next-gen players and keep Instant Scratch-offs top-of-mind?

Moderator: **Tom Seaver**, Director, Colorado Lottery

Panelists:

James Carey, Executive Director, New Jersey Lottery

Katherine Cundiff, Vice President, Product Development, Georgia Lottery Corp.

Kyle Rogers, Sr. Vice President, Instant Strategy and Licensing, Scientific Games

Reception 5:30 to 7:30 pm. Ocean Front BalQony Terrace

DAY 3 THURSDAY – MARCH 6

- 7:30 am to 8:30 am: Continental Breakfast
Foyer by the Del Sol Ballroom

8:30 am. Conference sessions begin

- **Panel Discussion: Current and in-the-pipeline initiatives and strategies, MUSL (Multi-State Lottery Association)**

Moderator: **Matt Strawn**, Chief Executive Officer, Iowa Lottery
Powerball Product Group Chair and MUSL Vice-President

David Barden, CEO & President, New Mexico Lottery and Chair, MUSL International Working Group

Jay Finks, Executive Director, Oklahoma Lottery and Chair, MUSL Marketing and Promotions Committee

Sarah Taylor, Executive Director, Hoosier Lottery (Indiana) and Chair, MUSL Development Committee

Bret Toyne, Executive Director, MUSL

Gold Thought-Leader Presentations:

- **Fueling Innovation Through Agile Research**
Merril Fullerton, Account Advisor, Alchemy3
- **Competing effectively...with less**
Don Silberstein, Senior V. P. Marketing & Business Development, SCA
- **Multiplying Our Superpower: Expanding Retailer Partnerships with Digital Integration**
Danny Bogus, President & Chief Executive Officer, Gambyt
- **What Worries You Most?**
Gus Fritschie, Senior Vice President of Information Security Services, Bulletproof (GLI, Gaming Labs)
- **Emerald Adventures: Discover the Why, What and How of the Unforgettable Journey**
Rheanna Olson, Vice President, Business Development, Atlas Experiences

10:30 am. Coffee Break

- **Panel Discussion: Women's Initiative in Lottery Leadership (WILL) The implementation of State Chapters of WILL**

Moderator: **Rebecca Paul**, President & CEO, Tennessee Education Lottery Corp.; Immediate Past-President of the World Lottery Association (WLA); Founder & Chair of Women's Initiative in Lottery Leadership (WILL)

- **Panel Discussion: Retail Optimization**

What does Lottery need to do to adapt and align with Retail's innovations, advancements, and modernization?

Moderator: **Michael Boardman**, Interim Director, Maine Lottery and Lead Director for the Lucky for Life® game group

Tyson Barr, Vice President Sales, USA, Carmanah Signs

Andrew Caswell, Retail Optimization Lead, INTRALOT, Inc.

Amy Drooker, Vice President of Retail Growth, Pollard Banknote

Nick Murtaugh, Planogram Analyst, Sheetz

- **Panel Discussion: Government Relations and Advocacy**

Moderator: **Rebecca Paul**, President & CEO, Tennessee Education Lottery Corp.; Immediate Past-President of the World Lottery Association (WLA); Founder & Chair of Women's Initiative in Lottery Leadership (WILL)

Scott Gunn, Senior Vice President, Corporate Public Affairs, IGT

James Schultz, Executive Vice President, Global Legal and Public Policy, Scientific Games

Richard Wheeler, Senior Vice President of Government Relations, INTRALOT, Inc.

12:30 pm. Conference Sessions Conclude

12:30 to 2:00 pm Reception included with lunch