



Building Blocks: Physical Planning for Sports Books

Please stand by. The webinar will begin at 1:00 p.m. ET.

Presented by



In partnership with



Brief Technical Overview



Marie Casias

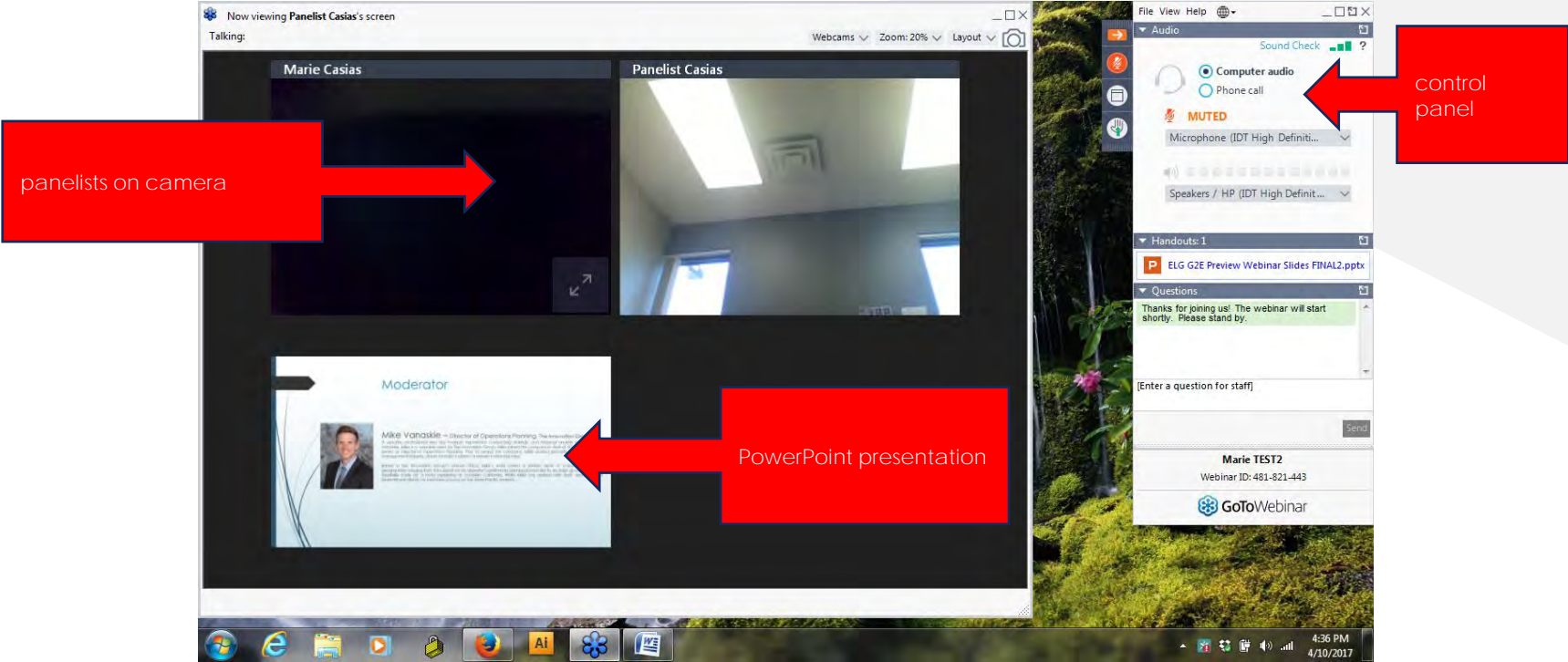
Manager, Marketing & Administration

The Innovation Group

Windows & Control Panel

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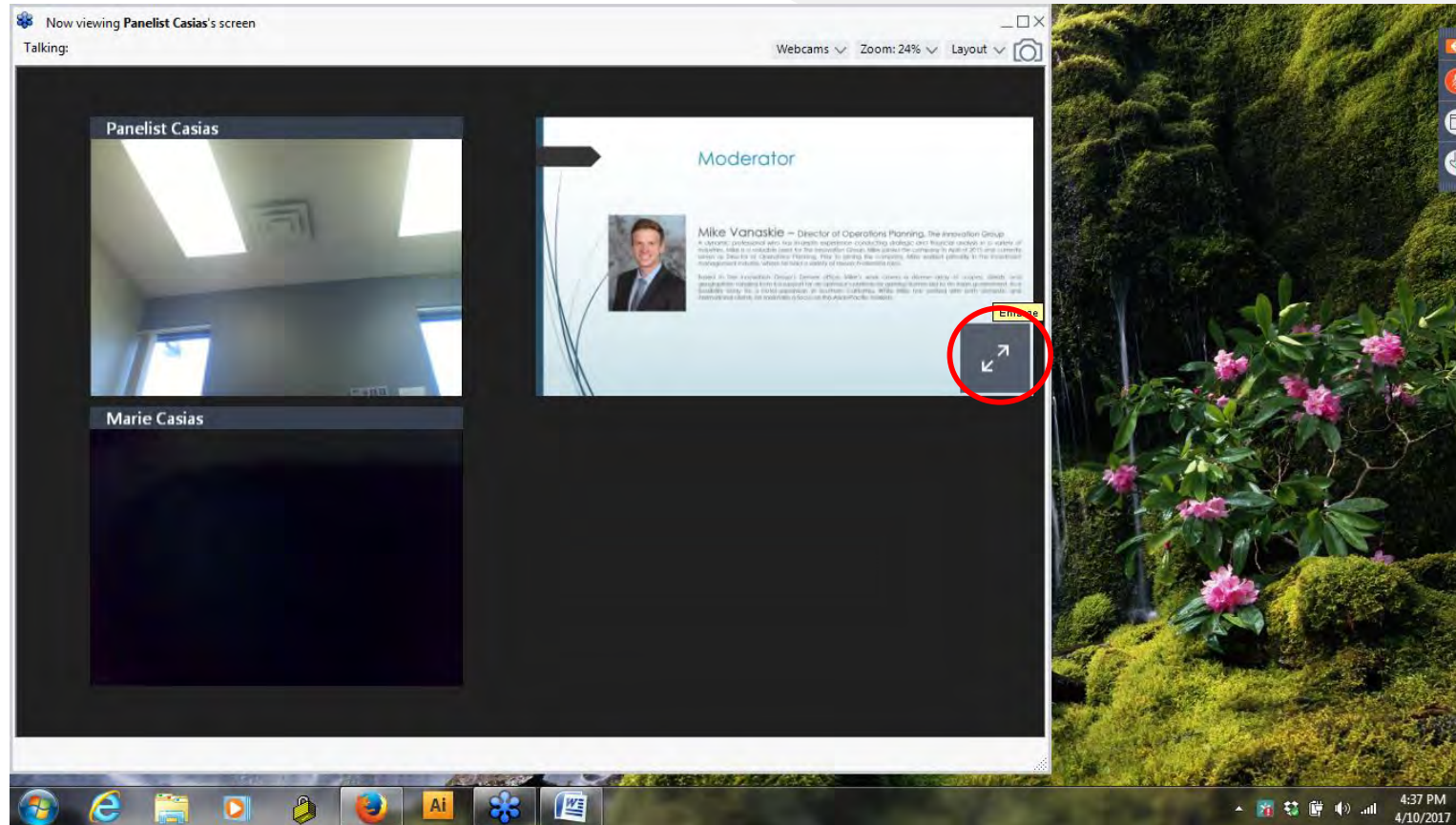
Once we are broadcasting, your screen should show the panelists' camera windows and a PowerPoint presentation window, as well as the control panel on the right.



Expanding Windows to Full-Screen

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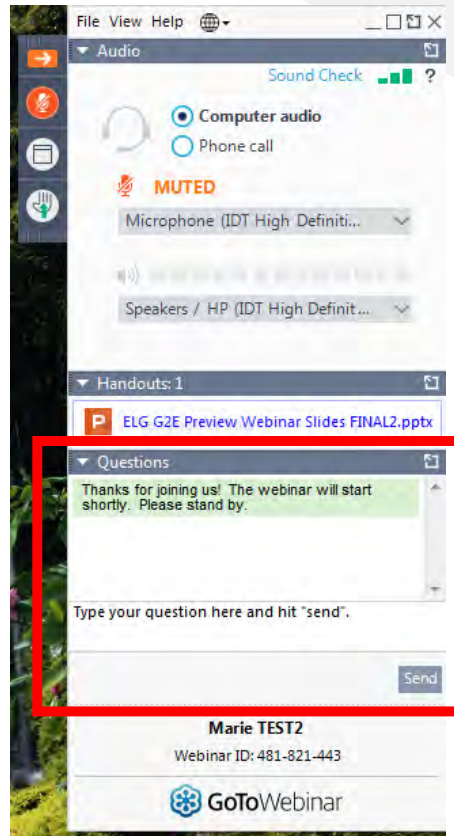
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Ask a Question

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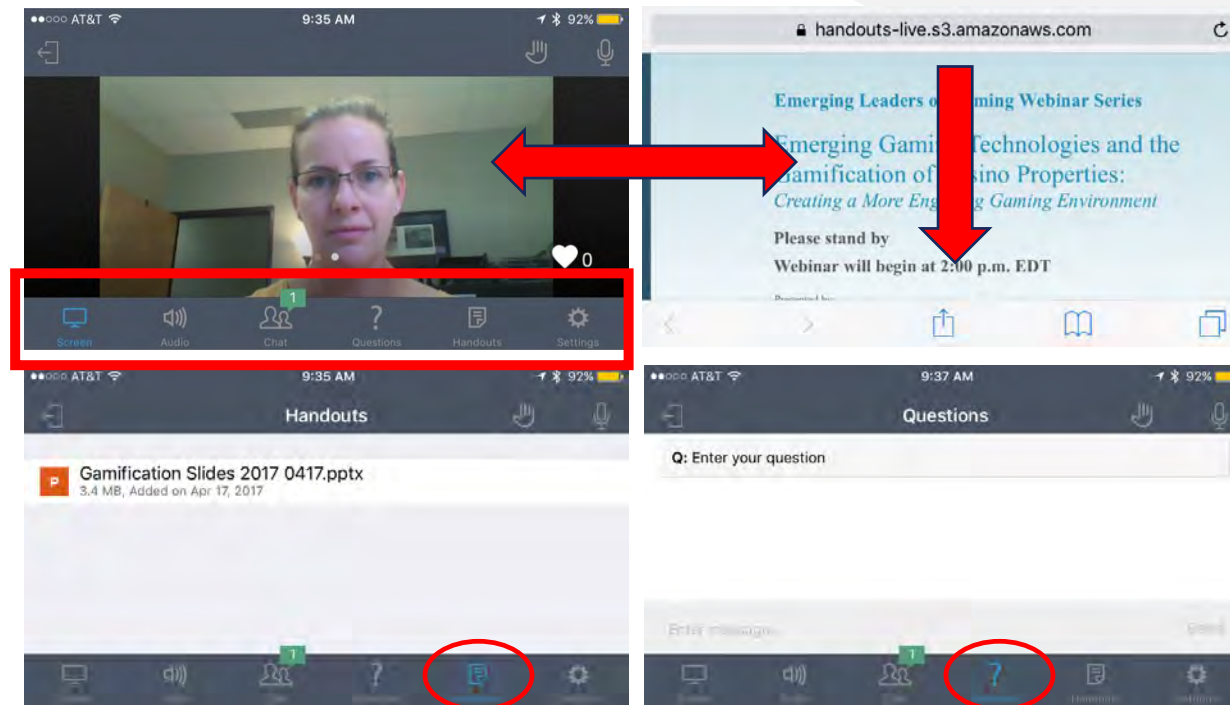
We will field questions throughout the course of the webinar. Please make sure your control panel is maximized and type yours into the “Questions” field towards the bottom, then hit SEND.



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Frequently Asked Questions

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A recording of the webinar will be provided within a few days of it, and available on our [Emerging Leaders page](#).

Moderator



Brian Wyman, Ph.D.

SVP, Operations & Data Analytics
The Innovation Group



Brian Wyman, Senior Vice President of Operations and Data Analytics, is an executive with over 15 years of experience transforming data into actionable intelligence, insights, and ultimately bottom-line results. Besides leading the team's operational excellence efforts, Brian currently oversees The Innovation Group's Las Vegas office and leads its sports wagering group. He helps clients develop creative and innovative ways to improve financial performance through understanding, documenting, and modeling operating processes and overlaying and modeling actual performance data.

Brian holds a Ph.D. in mathematics from the University of Michigan and specializes in bridging the gap between operating teams and technical teams. His career has spanned industries including gaming and hospitality, finance (hedge funds), and defense. His recent work touches all areas of the business, including sports betting, operations, research, highest and best use, and domestic and international development.

Speakers



Paul Heretakis

Principal

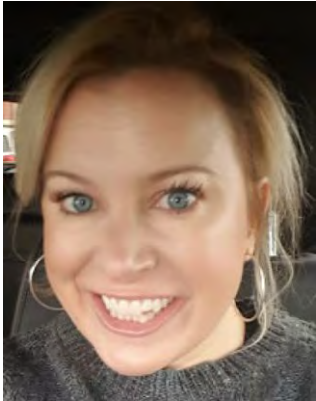
WESTAR Architects



Paul Heretakis, RA, Principle of WESTAR Architects, has over 25 years of experience overseeing Casino Integrated Resort Master Planning projects throughout the world. His focus and direction has established WESTAR Architects as a key player in hospitality design as he continues to work with many of the largest gaming and hospitality companies in the industry such as Sands, SJM, Caesars, MGM and Melco Entertainment. Paul is currently designing multi-billion dollar casino resort projects in Macau, Vietnam, South Korea, Russia, Philippines, Europe and South America. Branding and prototype services have been provided for Fortune 500 companies such as McDonalds, Coffee Bean & Tea Leaf, Wells Fargo and Caesars. Repositioning, brand enhancement and property evaluations services have been provided for Marriott, Hard Rock, Tropicana, Hilton and various MGM and Caesars resorts.

Paul's focus has always been on the owner's vision and financial goals, as well as customer needs. Passion, creativity and service are the pillars of success for all hospitality developments, as well as WESTAR.

Speakers



Jennifer Saragnese

Director of Retail Development
PointsBet



In 2019, Jennifer Saragnese joined the PointsBet team to lead its first retail operation deployment, including integrated systems between PointsBet and IGT's Margin Maker, and opening PointsBet's first retail sportsbook in Iowa.

Jenn joined William Hill US in 2015, and in 2017 began providing consulting services for them in preparation for expansion planning, providing project management and operations support. Her accomplishments included leading project activities for Delaware's conversion to single-event sports betting. Jenn planned the deployment of William Hill's first two NJ retail sportsbooks, including Monmouth Park and Ocean Casino. She executed WH's retail operation delivery in Mississippi to 12 casinos over a two-month period to launch all prior to the start of the 2018 college football season. Jenn led the integration between the WH and IGT teams to deploy sports betting in Rhode Island.

Jenn previously worked at GTECH (now IGT) in a variety of roles for 12 years.

Speakers



Erich Zimny

*VP of Racing & Sports Operations
Hollywood Casino at Charles Town Races*



Erich Zimny serves as the Head of Retail Sportsbook Operations for Penn Interactive Ventures where he oversees the development and operation of the company's retail sportsbook operations, and also has a property role at Charles Town where he maintains his position as the Vice President of Racing & Sports Operations.

With Charles Town since 2008, he has led a series of racing, wagering, communications and content distribution initiatives resulting in periods of record pari-mutuel growth responsible for establishing numerous wagering records at the track, including the doubling of wagering per race in the last decade. In 2019, he began his role with Penn Interactive and is currently responsible for the operations of 13 retail sportsbooks in Illinois, Indiana, Iowa, Michigan, Mississippi, Pennsylvania and West Virginia.

Erich currently serves as a Director with the TRA and is on the Board for both the Racing Officials Accreditation Program and West Virginia Breeders' Classics. Named one of Bloodhorse's 12 Impact Players in the industry in 2013 and to the Thoroughbred Times 40 Under 40 list, he holds a B.A. from Georgetown University, a J.D. and M.B.A. from Rutgers University, and a Masters in Science from the University of Arizona's Racetrack Industry Program.



Brian Wyman, Ph.D.

SVP, Operations & Data Analytics
The Innovation Group



Paul Heretakis

Principal
WESTAR Architects



Jennifer Saragnese

Director of Retail Development
PointsBet



Erich Zimny

VP of Racing & Sports Operations
Hollywood Casino at Charles Town Races

Audience Q&A

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TUESDAY 28 APRIL 2020 - TRACK 2

EST 10:00AM -
10:30AM -
UK 3:00PM -
3:45PM -
PANEL REGULATING LATIN AMERICA:
OPPORTUNITIES AND CHALLENGES FOR
EUROPEAN COMPANIES

With key Latin American markets - including
Spain and Buenos Aires - in the process of
regulating new online gaming, what
opportunities will there be for European
operators looking to break into the region?

Neil Montgomery, Magellan
Partners, Head of Legal, Latam
and Business
Development and
Operations

EST 12:00PM -
12:45PM -
UK 5:00PM -
5:45PM -

PANEL: UPDATE ON BRAZIL: DELAYS,
DECISIONS AND A RACE FOR
MARKET SHARE

With the roll out of Brazil's new regulatory
framework delayed, this is the time for both
operators and suppliers to prepare for what will
be Latin America's most important market. What
is the regulatory outlook? How do you best grab
market share? And what growth potential does
Brazil hold?

SPEAKERS

Andrew Galfr, CEO Suapossia
Neil Montgomery, Founding and Managing
Partner, Montgomery & Associates
Arthur Silva, Head of Sports Operations,
Sportsbet.io

EST 12:45PM -
1:30PM -
UK 5:45PM -
6:30PM -

PANEL: WHAT NEXT FOR COLOMBIA?
LESSONS FROM LATIN AMERICA'S FIRST
REGULATED MARKET

Colombia's regulated gaming market has been
successful in much of the rest of the
region is watching it closely as an example for
reported consistent growth since
2017? And with almost 20 licenses
there room for new entrants?

CEO Woley
President, Fecoluegas
Head of Sales, Coluegas
Noticias



Thank You.

Please take our survey after this webinar, and visit the websites below to follow us on social media or join various mailing lists.

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 Roger Gros

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