

## SPEAKERS PROFILE

### **Ben Pinnick**

Ben Pinnick is the co-founder and CEO of i-neda; a specialist gaming and financial services technical consultancy based in the UK. i-neda assists numerous tote and fixed odds betting companies around the globe in developing their technical and international betting capabilities. i-neda works with customers in North America, Australia, Asia, Africa and right across Europe. With over 10 years experience developing pari-mutuel technology, including 7 years as the CEO at i-neda, Ben has a wide range of business experience in tote betting, and the complexities and challenges of our marketplace. Prior to starting i-neda, Ben hails from a technical background, having worked primarily in the banking and mobile sectors, with businesses such as O2, LloydsTSB and Barclaycard.

### **Paul Wood**

Co-founder and Creative Director of Chroma Agency.

Paul Wood has been involved in the internet and related technologies since 1997 in both client and agency roles. His expertise is in the user layer of new technologies specialising in creative direction, digital marketing, digital strategy, usability and mobile. Paul's internet career started in 1997 when he was part of the launch team behind the BT and News International ISP, LineOne, moving on to become Head of Design for Express Newspapers online division before developing his career agency-side. Paul was Senior Creative Director at Omnicom's digital marketing brand Agency.com where he worked on accounts for Reuters, Goldman Sachs, T-Mobile and Disney. He moved on to co-found digital agency Chroma where he has been guiding a range of sports, gaming, media, charity and corporate clients through digital.

Paul holds a BA (Hons) in Fine Art from the University of Wales, Cardiff

### **Simon Brydon**

Simon Brydon has worked in Film & Television in several roles. In 2003 he was the founder and Managing Director of Cycling TV, an internet only broadcaster of professional cycling. In four years Simon built Cycling TV into the out and out world market leader in online niche sports television broadcasting. In August 2007 Cycling TV was sold to Jump TV in Canada and Simon was appointed President & Chief Executive Officer. In June 2008 Simon was appointed the Head of Online & Mobile at Racing UK where he is responsible for the Online and Mobile distribution of Racing UK content in the UK and Internationally and also oversees other digital initiatives including the development of the Award winning i-Card, "The Interactive & Animated Racecard", Mobile Applications for i-Phone, Android and WAP for both consumer and business to business customers.

Simon is an MA History (Hons) Graduate of Edinburgh University

## **Marcus Wareham**

Marcus Wareham Co-founded and serves as the Chief Executive Officer of Mfuse Ltd. Mr. Wareham served as Managing Director of Mfuse, responsible for Finance, Operations and Strategy. He has extensive experience as an enterprise systems architect, developing global infrastructures for corporate clients including Exxon and Mobil. He has also worked as a business and technology consultant for several other Blue Chip companies: Sales Strategy & Planning, EMEA at Facebook , Head of European Sales Strategy & Planning at AOL Time Warner, Account Director at Yospace and Head of Ecommerce at Orange (formerly Wanadoo). Marcus holds a Degree from the Chartered Institute of Marketing and from the University of Wolverhampton

## **Mathieu Dubreu**

Mathieu Dubreu is Head of Business Development for the Online Gaming and eGambling, Media and Sports divisions at Atos Worldline; an IT company that provides multichannel payment services (PSP) and online services across a broad range of clients. A specialist in providing turnkey solutions, Mathieu Dubreu has a great deal of experience and skills in multi-device services including web, IVR, SMS, IPTV, internet TV, mobile and tablet applications as well as expertise in content monetisation and interactivity. Mathieu joined Atos Worldline in 1999 as Minitel applications manager. Since joining, he has worked in projects covering public, telco, media, sports and eGambling sectors and increasingly in business development roles on major existing online services.

In 2009 Mathieu became involved in the eGambling sector, accompanying operators in their ARJEL application for approval, and by designing and managing Atos Worldline solutions compliant with the French law and with the ARJEL's requirements.

Mathieu holds a Masters Degree in Mathematics and IT from the Lille University of Science and Technology, France.

## **Alexis Murphy**

Alexis Murphy is Director of International Betting and Gaming for Dermot Desmond's private equity vehicle, International Investment and Underwriting ("IIU"). IIU owns Global Betting Exchange and its subsidiary Betdaq and has a number of other investments in the betting and gaming industry. Prior to joining IIU, Alexis was the CEO of the Irish Tote. During his time at the Tote he launched the Tote's internet business, broadened the distribution base of the business and undertook a significant cost rationalisation programme. He was also a director of the European Pari Mutuel Association until his recent move to IIU. Prior to running the Tote, he worked in investment banking advising in the M&A area, for Goodbody Stockbrokers, the stockbroking arm of Ireland's largest bank, Allied Irish Banks. Alexis holds first-class honours in Economics from Trinity College Dublin.

## **David Edelman**

Senior Lecturer, University College, Dublin since 2003

Previously assoc. Professor of Finance, Dept. of Accounting and Finance, Univ. of Wollongong from 1996.

Lecturer, School of Mathematics and Statistics, Univ. of Sydney, 1990-95

Assistant Professor of Statistics, Columbia Univ., 1987-90

Assistant Professor of Statistics, Rutgers Univ., 1986-87

Assistant Professor of Statistics, Univ. of British Columbia, 1985-86

Research Fellow in Statistics and Epidemiology, Imperial Cancer Research Fund, 1983-85

Assistant Professor of Statistics, Univ. of Cal., Davis, 1982-83

Teaching and Research Assistant in Statistics, Columbia University, 1980-82

Lecturer in Statistics, Columbia University, Summer Session, 1980

Research interests: Quantitative Finance, Finance, Modeling, Machine Learning, Information Theory, Quasi-Monte Carlo Methods, Wagering Markets, Signal Processing, Chaos Theory, Optimal Stopping, Decision making under Uncertainty, Intelligent Systems

David is a S.B.,S.M graduate from Massachusetts Institute of Technology, and M.Phil, Ph.D., Columbia University.

### **Dennis Verrios**

Dennis has been involved in Information Technology and Wagering and Media businesses for over 20 years. Dennis is a leading expert in the field of emerging technologies in the areas of Wagering and Gambling Customer experience. He has helped a number of key clients worldwide in the Wagering, Media and Technologies markets via Planning, Design and Development of Wagering businesses and the related platforms in the UK, US and Australia via Mobile, Web and Interactive TV, Development of large and super large/syndicate punter CRM strategies for Wagering entities in the UK and Australia, implementation of Interactive Television applications including interactive advertising and wagering...

Dennis has also worked in Systems Integration consultancies including Accenture and KPMG as a senior consultant.

Dennis co-founded a UK digital agency and its Australian counterpart, Agility Interactive which focuses on the Wagering and Media space in the Asia pacific region. Dennis is the COO of Agility and is the Director of Business Development for TOTE Tasmania including development of its international betting customers and business opportunities.

### **John Sabini**

John D. Sabini is New York State's top pari-mutuel wagering and gaming regulator, having been appointed the Chairman of the Racing and Wagering Board in August 2008 by Governor David Paterson. He also serves as the Chairman of two funds that distribute incentive money to breeders of Thoroughbred and Standardbred horses. As a member of the Governor's cabinet, he has reviewed potential uses for land adjoining Belmont Park and served as an advisor for the Racino project at Aqueduct Racetrack as well as the ongoing effort to restructure the New York City Off-Track Betting Corp.

Mr. Sabini joined the Racing and Wagering Board after serving for six years as a State Senator, during which time he became the ranking Democratic member of the influential Racing, Gaming & Wagering Committee. Previously, Mr. Sabini served as a member of the New York City Council from 1992 to 2001. He holds a degree from New York University's College of Business and Public Administration.

### **Arnaud de Servigny**

Arnaud de Servigny is Managing Director and head of Economic Research, Investment Strategy and Quantitative Analytics at Barclays Wealth. Until September 2006 Arnaud was a Managing Director at Standard & Poor's and the Global Head of Quantitative Analytics. He was responsible for quantitative techniques within Credit Market Services (Structured Finance, Corporates & Governments, Risk Solutions). Prior to joining Standard and Poor's, Arnaud worked in the Group Risk Management Department of BNP-Paribas, focusing on credit risk management and control. Arnaud is also a Visiting Professor of Quantitative Finance at Imperial College Business School.

Arnaud holds a PhD in Financial Economics from the Sorbonne University, an MSc in quantitative finance (DEA) from Dauphine University, and a Civil Engineering MSc from the Ecole Nationale des Ponts & Chaussees.