

Aristocrat appoints Bill Stefanakis as Senior Sales Manager – Europe

London, 8th September 2015

Aristocrat Technologies has appointed experienced industry professional, Bill Stefanakis, to the role of Senior Sales Manager – Europe, reporting in to EMEA Sales Director, Erik-Jan van den Berg.

Bill has a wealth of experience in international sales, spanning over 20 years and three continents, incorporating roles in global petrochemical, electronics and airline industries, as well as enjoying a short spell pursuing a professional footballing career in Europe.

Bill joined the gaming industry in 2001, when he was appointed European Sales Manager at IGT, before relocating to cover their Asian region. In 2012, he moved to Merkur Gaming as Sales Director of Asia-Pacific & Oceania and was most recently Vice-President, Sales, for Blue Technology, based in Macau. He brings to his new role at Aristocrat a very special brand of expertise in gaming solution sales, key account management and business development.

Aristocrat's Sales Director for EMEA, Erik-Jan van den Berg, commented on the appointment: "Bill has demonstrated tremendous business acumen and a deep understanding of local markets and cultures in the gaming industry, and will be instrumental in helping Aristocrat increase market share across the European region."

Bill Stefanakis added: "I have spent the last few years facing stiff competition from Aristocrat in Asia, where they consistently achieved a leading market share of game sales, and have for some time been an admirer of their impressive games portfolio. This new role gives me the opportunity to deliver those games to grow an even stronger base in Europe, with the ultimate goal of being amongst the top three suppliers in the market."

Image caption: Bill Stefanakis, Aristocrat's new Senior Sales Manager – Europe.

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