

GAMESTEC NAMES NEW GROUP MANAGING DIRECTOR
Stuart Ross gets gaming group Fit For The Future

Gamestec, a leading player in the UK gaming and amusement machines sector, has further strengthened its management team with the appointment of Stuart Ross as Group Managing Director.

Mr Ross has more than 20 years commercial, operational and management experience in major logistics and retailing companies, including Joint-Managing Director of Iceland Frozen Foods Ltd and Group Supply Chain Director for T&S Stores plc. He has also previously held the positions of Supply Chain & Distribution Director for Tesco Stores plc and Managing Director of Exel Consumer Europe.

In this new role, which sits on the Gaming Group Operations Board, Mr Ross will be responsible for all elements of the Gamestec and RLMS businesses and the delivery of the company's Fit For the Future transformation programme.

Mr Ross has been working for the Group since February as Project Coordinator and has been instrumental in the development and launch of the Fit For the Future programme – an initiative aimed at further improving customer service through a £5m investment in people, technology and infrastructure. As part of the programme Gamestec has undergone an extensive revision of its logistical processes.

Rolf Nielsen, Managing Director of Gamestec and Richard Powell of Crimson Consulting will both report to Stuart in this new role.

Chief Executive Derek Lloyd of Danoptra, Gamestec's Parent Company, said: "The creation of this new role is a key one for the Group and will ensure the delivery of our key business objectives for Gamestec, which will in turn result in clear and tangible benefits for our customers and the end users of our gaming products."

“Stuart brings a wealth of experience to the Group and has already had a significant impact on the business in the delivery of the Fit For The Future programme.”

Rolf Nielsen said: "Stuart and I have been working together for the last seven months and Stuart's appointment will help the two of us to work closer together to complete the business transformation (Fit For The Future) and take the Gamestec business plan forward robustly."

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Editors Notes

Gamestec, part of Danoptra Holdings Ltd, has more than 50 years of experience in the gaming and amusement machines business. With more than 1,300 employees, providing operating services to some 40,000 machines in the UK Gamestec is one of the largest operators in the country.

Gamestec operate machines for customers of all sizes in many different markets, including pubs, bars, leisure venues, licensed betting offices, clubs, bingo halls, casino's and adult gaming centres.

The company invests equally in both people and technology, and aims to deliver the highest quality in customer service and is a key member of both the British Amusement Caterers Trade Association (BACTA) and Business in Sport and Leisure (BISL).