



PGRI LOTTERY INDUSTRY HALL OF FAME

Congratulations to the six newest members of the Lottery Industry Hall of Fame

The 111 members of the PGRI Lottery Industry Hall of Fame have voted for and elected six industry leaders to be inducted into the Lottery Industry Hall of Fame for 2025.

The Lottery Industry Hall of Fame was founded in 2005 as a means of honoring those who have done the most to promote excellence and integrity in our industry and make the world lottery industry the great success. The recipients of this award are all a credit to that ideal and are joining a select and distinguished group of world lottery industry professionals. Visit the "Awards" section of PublicGaming.com (or LotteryIndustryHallofFame.com) to read more about the Hall of Fame.

The Induction Ceremonies

to induct the newest members of the Lottery Hall of Fame will be held at the NASPL Annual Conference at 4:45 pm on Weds Sept 10 at the Niagara Falls Convention Centre and a second ceremony will be held at the EL (European Lotteries Association) Congress at 3:45 pm on Tuesday September 16.

Visit LotteryIndustryHallofFame.com for info about the Lottery Industry Hall of Fame and its members. Thank you for your support of the Lottery Hall of Fame.



PIET VAN BAEVEGHEM
Secretary General, EL (European Lotteries Association)

Piet Van Baeveghem is a seasoned legal and public affairs executive whose lottery career spans over fifteen years, with deep expertise in regulatory frameworks, public procurement, and European legal affairs, and how all these affect and shape the lottery sector. Until June 30, Piet served as Secretary General and Head of Legal & Regulatory Affairs at the Nationale Loterij (Belgium), where he was also Company Lawyer. Piet joined

Continued on page 42



STEPHEN DURRELL
Executive Director, Kansas Lottery

Stephen began his career in the gaming industry in 2004 as Assistant Attorney General assigned to the Kansas Racing and Gaming Commission. In 2008, Stephen transitioned to leading the Kansas Lottery as General Counsel. In 2018, in his role as Executive Director, Stephen streamlined operations to boost efficiency and profitability. Under his leadership, the Lottery achieved record sales and state fund transfers, solidifying Kansas as a leader among progressive lotteries and launching innovative programs to propel KSL's player offerings forward.

Continued on page 43



RICHARD BATESON
Chief Executive Officer, Intralot, Inc.

A distinguished and successful leader in our industry, Richard Bateson has more than 20 years of experience in the industry as both an operator and more recently a vendor. His rare combination of commercial expertise, digital innovation, and collaborative leadership has delivered measurable, lasting value to lotteries across Europe and North America.

Continued on page 42



ELISABETH RÖMER-RUSSWURM
Managing Director, Austrian Lotteries

Since 2017, Elisabeth Römer-Russwurm has served as Managing Director, overseeing the development, marketing, sales, and secure operation of all traditional products of the Austrian Lotteries. Elisabeth graduated from The Vienna University of Economics and Business and began her lottery career at the Austrian Lotteries in 1990. As the long-time Head of Marketing and Product Development, she launched major campaigns for the Austrian Lotteries' brands. Among her achievements, she led the development of

Continued on page 43



MICHELLE CARNEY
Vice President of Global Lottery Marketing, Brightstar

Michelle Carney is a highly respected colleague within the lottery industry experienced in cultivating partnerships that contribute to Brightstar's global lottery leadership. In her 25-year career with the Company, she has spent much of that time collaborating with customers and industry associations to drive the evolution of lottery forward. Michelle holds herself and her

Continued on page 42



CHARLES SCANNELLA
Vice President of Commercial Sales and Client Relations, Scientific Games

Charlie Scannella has spent over 40 years shaping the success of lotteries across North America through his leadership, innovation, and trusted partnerships. His deep industry knowledge, strategic vision, and dedication to client success have set the highest standard for excellence. Charlie's contributions have fueled lottery growth, mentored future leaders, and strengthened the industry at every level. His legacy of service and achievement deserves our highest recognition.

Continued on page 43

Piet Van Baeveghem – *cont. from page 10*

The National Lottery in Belgium in 2010. Since 2013, he led the organization's legal strategy and compliance agenda.

Effective July 1, Piet Van Baeveghem assumed the role of Secretary General, EL (European Lotteries association). The appointment of Piet by the EL Executive Committee is a key step for the Association's future, ensuring that both the EL team and the membership continue to grow and strengthen its unique societal mission. As part of his responsibilities at The National Lottery in Belgium, Piet had been deeply engaged with EL for many years - most notably as Executive Chair of the EL Legal & Regulatory Working Group, but also in various other capacities. His extensive experience and deep understanding of the lottery sector make him well-prepared for his new role as Secretary General.

Piet is also a prolific contributor to the global lottery community. He has authored publications on gaming law and regulation, and frequently presents at international conferences on topics such as responsible gaming, advertising standards, GDPR, and online gambling regulation. Piet is a recognised leader in strategy, governance, and regulatory affairs. An experienced team leader, he brings over 25 years of expertise in policy-making and stakeholder engagement, making him a valuable addition to the EL team. Piet holds a Master's degree in Law from Ghent University, where he was also an active member of the Faculty Board and the University Education Council. His contributions to public policy began in government, serving as an advisor to the Belgian Prime Minister and Minister of Justice, and later as Deputy Director to the Minister of Economy. He went on to hold leadership roles at FEBELFIN, the Belgian financial sector federation, and served on various oversight bodies, including the Kamer voor Verwijzing en Instaatstelling and ACCOM, ensuring auditor independence and ethics.

Fluent in Dutch, French, and English and with passive knowledge of German, Piet is recognized for his rational, results-driven leadership style grounded in trust, empathy, and team focus. His strategic insights and regulatory acumen continue to shape the European gaming landscape.

Richard Bateson – *cont. from page 10*

Richard's achievements are extensive and many. Early in his career at Camelot UK, Richard held leadership roles across Marketing, Sales, Digital

– in fact across all consumer touch-points of the UK National Lottery. Under his guidance, Camelot's annual sales grew from 5bn GBP to 7bn GBP (c. \$10bn), in so doing Richard revitalized the core game brands of the UK lottery, and expanded its retail estate and its digital player base by more than four million. Richard project managed the launch of EuroMillions and later served as President of EuroMillions, and Chairman of the Board, helping transform the game into the world's most successful international lottery — a testament to his ability to lead with strategic vision at both local and global levels.

Richard's influence extends far beyond the UK. He led Camelot's consortium bid for the Irish National Lottery (PLI), subsequently overseeing digital operations through Camelot Global and serving as Commercial Director. In North America, Richard has worked across more than a dozen states, partnering closely with MUSL on licensing initiatives and new game development.

Since joining Intralot, Inc. in 2023, Richard has led the North American business through a bold transformation. As Chief Commercial Officer and now CEO, he has launched the industry's first multi-state, omni-channel progressive jackpot Fast Play game and has overseen vast change and transformation of Intralot's business – something that will be felt by its customers for years to come.

What truly sets Richard apart is not only what he has achieved, but how he leads. With a leadership style defined by strategic clarity, collaboration, and forward-thinking optimism, he consistently earns the trust of teams, regulators, and industry peers alike. He inspires innovation, drives results, and elevates the organizations and people around him.

Michelle Carney – *cont. from page 10*

team accountable to the core values of our highly regulated industry— integrity, reliability, accountability, and commitment to the highest ethical standards.

Michelle's career in the lottery industry has truly grown from the ground up, starting with her earliest role as a marketing analyst at GTECH. By combining an entrepreneurial spirit of innovation with her commitment to building mutually beneficial, long-term business relationships, she has worked with customers around the world to launch new products to grow the lottery business. Michelle contributed to the execution of the lottery industry's first in-lane solution in the U.K., the first

U.S. digital signage implementation, and the introduction of 'G3' the first instant win terminal games in Minnesota, the precursor to today's Fast Play games.

Michelle has demonstrated her passion for industry collaboration over many years. In 2009, she was a key contributor to the development of the industry's first Jackpot Vision Plan, a collaborative effort to advance the multi-state game category in the U.S. This included a detailed plan to execute the cross-selling of Mega Millions and Powerball, and a roadmap for the evolution of the multi-state category. Michelle also led the project implementation on the initial Cash 4 Life draw game introduction in NY and NJ in 2014, which has subsequently expanded to ten jurisdictions and become an important multi-state product to drive incremental revenue beyond large jackpot games.

Michelle has held various positions throughout her tenure at Brightstar, assuming increasing levels of responsibility and taking a customer first approach to her work. In her current role, Michelle is responsible for the development of marketing and communication strategies that support growth for Brightstar, including product and content launches, trade shows and customer events. She also manages Brightstar's relationships with industry associations such as the World Lottery Association (WLA), European Lotteries (EL) and the National Association of State and Provincial Lotteries (NASPL), advocating to advance collaboration across the lottery industry.

Among many highlights of her career, Michelle most recently led the development and implementation plan to deliver a \$5 Mega Millions game in April 2025, on behalf of the Mega Millions Consortium. She developed an inclusive technical, operational and retail execution strategy that provided the framework for a successful project delivery of key milestones across 11 subcommittees. Her comprehensive oversight and leadership ensured that 47 U.S. lotteries experienced a successful game launch.

Michelle's accomplishments are largely a result of her inclusive leadership style and she is a champion for propelling the lottery industry forward. Her passion, authenticity and conviction of character are the reasons why she is a trusted leader and friend to so many across the lottery industry.

Stephen Durrell—*cont. from page 10*

Stephen's innovative approach to the Kansas Lottery was exemplified by the 2017 launch of Kansas PlayOn® Loyalty, a game-changing shift from transactional engagement to a relationship-driven, entertainment focused model. PlayOn was so successful in Kansas that the lottery eventually had 16% of the adult population registered. Following this, Stephen used his detailed knowledge of the Kansas Lottery enabling legislation to identify an opportunity to launch iLottery. Combining the legislative possibility, with an identified beneficiary for the new funds, Stephen was able to secure support for iLottery. The lottery then moved quickly and in less than a year launched online sales of e-instant games, Powerball® and Mega Millions®.

With the highly engaged PlayOn loyalty player base, iLottery has been a huge success in the state of Kansas, exceeding all expectations. Stephen continues to evolve the Lottery as an entertainment brand, leveraging partnerships with movie studios, sports teams, and streaming platforms to offer players unique experiences and exclusive prizes—further positioning the Kansas Lottery as a dynamic, player-focused enterprise. Stephen has served on the Executive Committee of the Multi-State Lottery Association (MUSL), first as Chair of the Security and Integrity Committee, and currently as Chair of the Legal Committee since 2023. Stephen's 21 years in the gaming industry and longstanding leadership and commitment to the Lottery industry, through a blend of legal expertise, strategic vision, and innovation, combined with a focus on operational efficiency, digital growth, and partnerships has positioned Kansas as a leader in the lottery industry. With a proven track record in managing intricate regulatory landscapes and driving player engagement, Stephen continues to shape the future of state-run lotteries and contribute to our industry in a variety of ways.

Elisabeth Römer-Russwurm

—*cont. from page 10*

products such as Lotto Plus and, most recently, EuroDreams, and she directed the introduction of EuroMillions—Europe's first pooled lottery—in Austria.

The current EuroMillions TV commercial was named the world's best lottery TV spot at the 2022 World Lottery Summit in Vancouver. Firmly rooted in the EuroMillions community and as a board member of the Belgian company Services aux Loteries en Europe, Elisabeth actively fosters

international exchange with industry peers. She is also passionately committed to mentoring young female talent through her involvement in the Women's Initiative in Lottery Leadership.

Her team is recognized for effective marketing carried out within strict Responsible Advertising guidelines. This includes the voluntary implementation of the responsible 18+ rule—one must be over 18 to play with the Austrian Lotteries—under the guiding principle of “playsponsible.”

Charles Scannella—*cont. from page 10*

As Scientific Games' Vice President of Commercial Sales and Client Relations, Charlie leverages his extensive knowledge of and experience in strategically and responsibly growing game portfolios to lead the North American Sales team and drive success for the company's lottery partners. Throughout his career, he has worked closely with lottery customers, embedding himself as an extension of their teams and business operations. This deep collaboration has provided him with a comprehensive understanding of their operational needs and has set the gold standard for client partnership and support.

Prior to joining Scientific Games in 1990, Charlie gained valuable foundational experience in the lottery industry at the New Jersey Lottery and seven years as a Project Manager for Webcraft Games Inc. In this role, he directly supported the Oregon, Maryland, New Jersey, and Indiana lotteries, contributing to instant and draw game training in New Jersey and Indiana. Notably, he played a key role in the start-up operations for both the Indiana and Oklahoma Lotteries, providing him with crucial insights into the initial stages of lottery development and implementation.

Since joining Scientific Games, Charlie has been instrumental in driving success for numerous U.S. lotteries. As Regional Director, he contributed to the development and implementation of thousands of instant games and spearheaded successful strategic customer marketing plans. His tenure as Regional Vice President of Licensed Properties demonstrated his ability to strategically leverage popular brands to enhance game portfolios and engage players. In his most recent roles as Regional Vice President of Instant Products, Vice President of Business Development and Customer Support for the company's Scientific Games Enhanced

Partnership business and now VP of Commercial Sales and Client Relations, he has served as a key business lead for major customers including Arkansas, Illinois, Ohio, Florida, New Mexico, Massachusetts, and Georgia, consistently providing expertise in portfolio management that has directly contributed to their sales and profit goals.

Throughout his distinguished career, Charlie has not only learned from industry leaders but has also become a respected mentor and teacher to colleagues and lottery customers alike. He embodies the qualities of a true partner, known for his unwavering trust, exceptional integrity, and consistent delivery of his commitments. His deep understanding across all aspects of the industry, gained through close collaboration with internal and external partners alike, has significantly impacted the success of numerous lotteries within Scientific Games' network and has positioned him as a highly respected leader within the organization.

Charlie Scannella's four decades of dedicated service, his comprehensive understanding of lottery operational needs gained through deep collaboration, his proven track record of strategically and responsibly growing lottery clients' game portfolios, and his exceptional ability to build strong, trusting partnerships underscore his significant and enduring contributions to the lottery industry. His work has left an indelible mark, and his leadership continues to inspire those around him.