

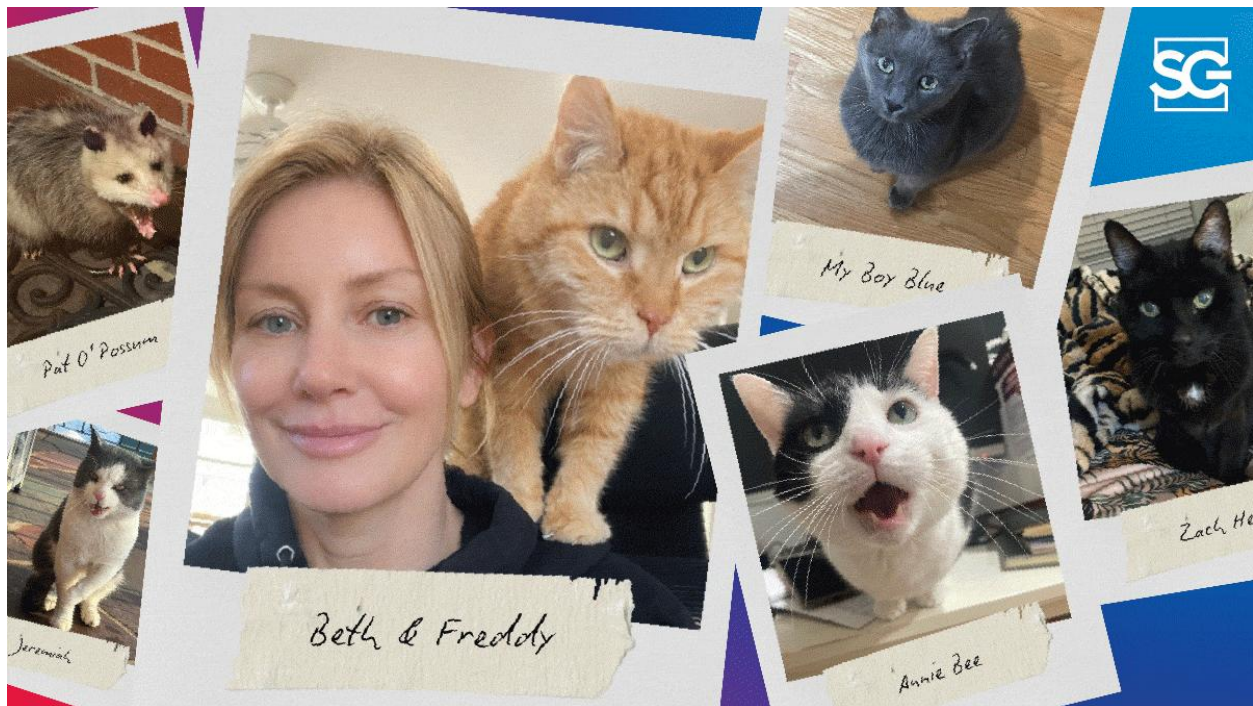


Making A Difference

Beth Bresnahan, Chief Communications & Brand Officer, Scientific Games

By Scientific Games

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Scratch games have a whole other meaning for Beth Bresnahan.

Well known across the global lottery industry over her 20-plus-year career, she's held leadership roles on both sides of the business—serving as executive director of the Massachusetts Lottery and the DC Lottery before joining Scientific Games' executive team.

"We couldn't be more thankful to have Beth as an integral part of Scientific Games leadership. Her experience leading both the Massachusetts and D.C. lotteries is invaluable. She's a great 'voice-of-the-customer' internally, and we lean on her frequently for that viewpoint," shares Pat McHugh, CEO of Scientific Games. "Every day, we rely on her brand experience prior to coming to the lottery industry for her expertise in communications and marketing strategies."



If you know Beth, you know she proudly embraces being a “crazy cat lady.” It's a title she's earned over a lifetime of rescuing cats.

As a child, she was constantly bringing home strays.



“Kids were being mean to it, it looked hungry...there was always a reason,” she recalls. Her grandmother was supportive—up to a point.

That point came with a cat named *Miss Kitty Witty*, who was pregnant. Suddenly, they had five cats.

“That’s when it really clicked for me—I might not be able to keep every cat I found, but I could always try to help them find a safe, permanent home,” Beth laughs.

That instinct grew into a lifelong commitment, including years of volunteering with PALS Animal Life Savers, a no-kill, all-volunteer feline rescue group dedicated to giving cats a second chance. Today, PALS rescues and rehomes approximately 200 felines each year across communities north of Boston.

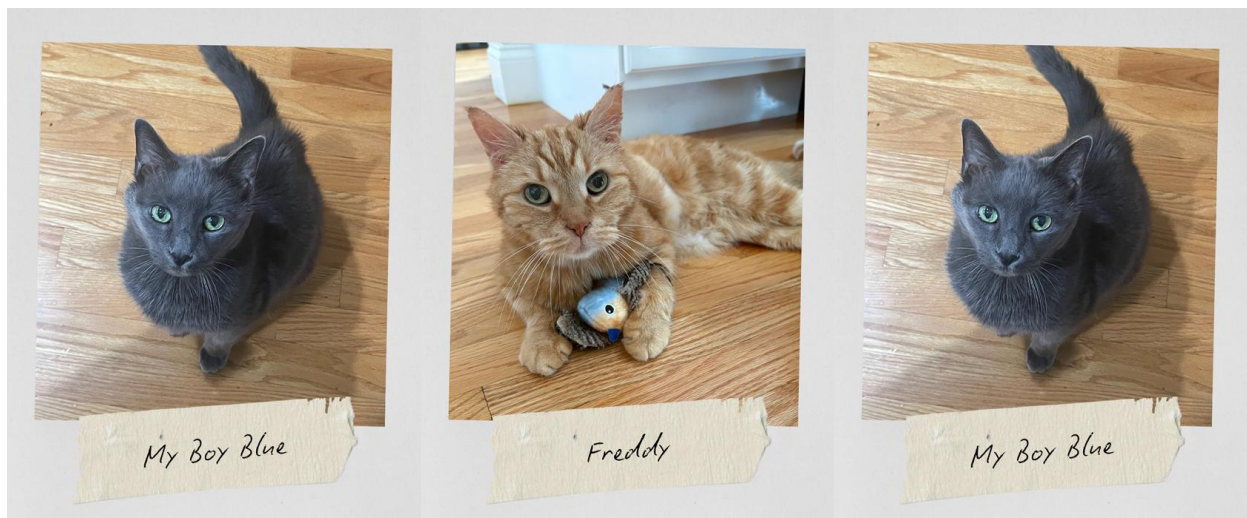
Over the years, Beth has fostered more than 50 cats—“foster failing” on several that ultimately became permanent members of her family.



"I love to help the harder-to-place senior cats," she says. "If they're unlikely to be adopted, there's a good chance they're staying with me."

Most of Beth's cats—whether fosters, permanent residents or even porch regulars—are named after family and friends.

"Every one of them has a story," she says. "My goal is simple: to make sure the rest of their lives are happy, healthy and safe."



Her current crew includes Annie Bee (a feisty Oreo-furred diva who rules the house), Freddy (an adorably friendly orange boy who is always hungry) and Blue (the newest member of the family—a distinguished senior who will be celebrating his 19th birthday this June).

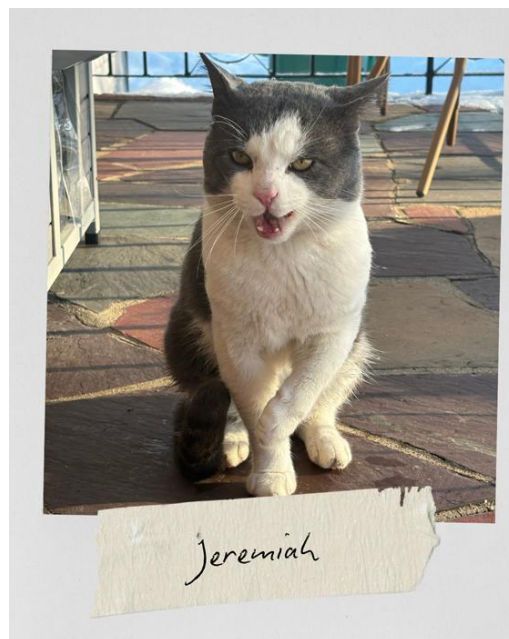
“Yes, Blue’s getting a birthday party,” she says. “And if you’re in the Boston area, you’re invited.” Each year, her extended “furry family” also takes center stage in her annual holiday card—a tradition that colleagues and industry friends have come to expect.



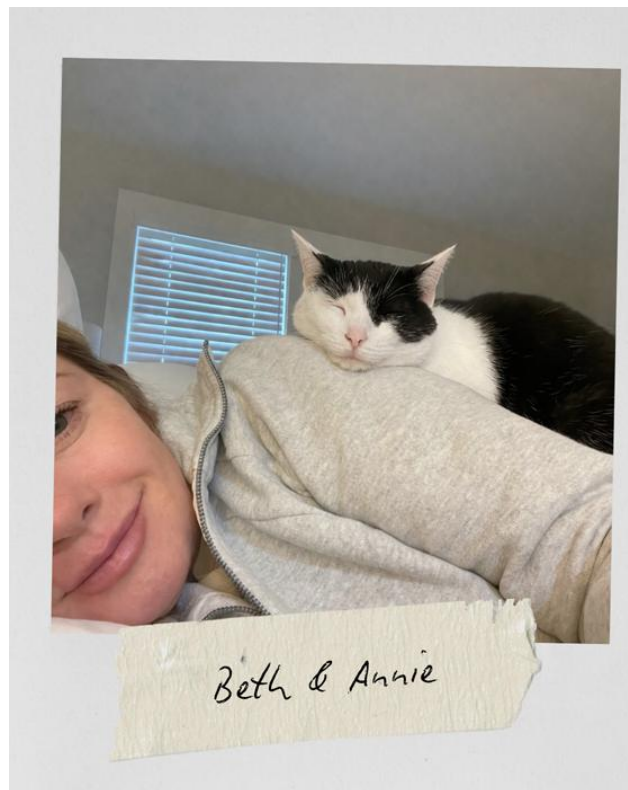
Her porch just north of Boston has become something of an animal refuge. During this particularly harsh winter, Beth began feeding stray cats that found their way to her door. One of them—a sweet boy she named Jeremiah—is currently in the lead to become the next indoor addition. She’s even had a family of opossums stop by to help themselves to the Meow Mix.



“Beth has a soft-spot for caring for all kinds of stray animals—not to mention giving them names. She named an opossum she fed this winter on her porch after me!” adds Pat. Colleagues and lottery customers who follow her on social media have come to expect daily “cat chronicles”—from her indoor crew to her cast of porch visitors.



Kidding aside, Beth has devoted thousands of hours and her own resources to making sure the animals that find their way to her are cared for and protected. As Scientific Games continues to expand globally, she's often working on the go—on planes, in Ubers, and from hotel rooms—but always checking in on the cat-cam to make sure everyone is safe, warm and well-fed.



“Beth’s willingness to help and make a positive impact comes through in everything she does. She enthusiastically takes on any project and is always willing to help our teams and our customers,” says Pat. “She’s smart and direct with her opinions—and she doesn’t hesitate to disagree and provide new ideas, which makes everyone better.”

How did you first come to the lottery industry and what’s it like to have a unique view from both sides of the desk: customer and vendor?

I came into the lottery industry somewhat by chance, at a point when I was ready for my next step professionally.

I was working as a press secretary and legislative director for a state agency when the Boston ABC affiliate posted a media relations director role. I interviewed and wasn't the right fit for that position, but the program director suggested I apply for a communications role that had just opened at the Mass Lottery—the TV station was their draw partner at the time.

I got the job, and the rest is history.

Having worked on both sides of the business since then has been incredibly valuable. As a lottery director, you're focused on maximizing returns for your beneficiaries while managing operations, stakeholders and public trust. On the partner side, your role is to bring innovation, insights and execution that genuinely help lotteries succeed.

That dual perspective keeps you grounded. It reminds you that every solution must be practical, scalable and ultimately deliver results.

What are the biggest changes that have happened in the industry since you first entered in 2005?

I started in 2005, and the biggest change has been the level of competition.

Then, lottery was the only legal form of gaming in most states. Today, the landscape is far more crowded—with casinos, sports betting and digital entertainment all competing for the same consumer attention and spend. On top of that, you're seeing the rise of gray market options like skill games and prediction markets, which further fragment the space.

That shift has forced both lotteries and their vendor partners to evolve. It's no longer just about offering games; it's about creating engaging, relevant player experiences, supported by data, innovation and a strong understanding of today's consumer.

What is the single piece of advice you'd give a director today?

Think beyond traditional boundaries and be willing to take strategic risks.

With so much competition, it's critical for lotteries to protect and grow market share while remaining a strong, viable source of funding for good causes. That means advocating for introducing new game types, expanding beyond the traditional lottery space and investing in technologies that enable your lotteries to compete effectively and stay relevant.

Just as importantly, you have to be able to act quickly and operate with agility. The pace of change isn't slowing down, and lotteries need to be positioned to keep up.

What do you enjoy the most about working in the lottery sector?

It's a uniquely collaborative industry. And in many ways, that spirit of collaboration mirrors what I've seen in the rescue world—people coming together around a shared goal and making a real difference.

I've also had the privilege of growing up in this industry alongside so many talented people. When I think back to my early days at the Mass Lottery, it makes me smile to see where so many of my colleagues are today, leading organizations and shaping the future of our industry.

And now, in my role at Scientific Games, I have the added privilege of working alongside many of the same partners who supported the lotteries I was part of. It really speaks to the strength, continuity and relationships that define this industry.

Based on what you've experienced, what does the future hold for lotteries?

The future will be defined by how well we adapt as an industry.

Competition isn't going away—it's only going to intensify. That means we all must continue evolving to stay relevant.

That includes expanding beyond traditional products, investing in technology and finding ways to meet players where they are—whether that's at retail, online or somewhere in between.

At the same time, lotteries can't lose sight of what makes them different. Maintaining trust, operating responsibly and continuing to deliver for good causes will always be core to long-term success.

Back to the critters...how many critters would you REALLY bring indoors (in a perfect world)? What inspires the names you give them? Do you have a favorite?

In a perfect world? Probably all of them, which is exactly why I've learned to impose some limits.

The names usually come from personality or first impressions. Once they have a name, they're part of the story.

As for a favorite...that changes depending on the day. But Annie Bee would definitely tell you she's the only correct answer.



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