



Scientific Games Announces Matt Lynch as New President of Digital, Steve Beason Named Chief Innovation Officer

Moves Come as Company's Digital Lottery Business Continues Rapid Growth and Innovation Globally

ATLANTA – October 10, 2024 – [Scientific Games](#) continues its investment in the company's innovation and digital leadership in the lottery industry with the addition of Matt Lynch as President of Digital to serve its rapidly expanding digital business. Veteran digital and technology leader Steve Beason assumes the role of Chief Innovation Officer to accelerate Scientific Games' technology advancements worldwide, including AI and cloud innovation.

Lynch joins the Scientific Games Executive Leadership Team, bringing more than 20 years of digital leadership to the company from roles at Amazon, Samsung, Symantec and Firework. In his early career, Lynch spent eight years at Amazon scaling several product categories into \$1 billion+ businesses, most recently serving as Chief Operating Officer for online entertainment content.

Beason's career spans four decades in the lottery and gaming industry introducing technology innovations across retail and digital channels. In his new role, he will expand the digital platform innovations he has spearheaded across the company's full suite of products.

Scientific Games CEO Pat McHugh said, "Thanks to the amazing work of our existing teams, our digital business is expanding rapidly with active iLottery launches around the world. The addition of an executive with Matt's credentials continues Scientific Games' investment in scaling our business to meet our growth plans and innovation roadmaps. Steve's focus on technical innovation will continue to advance our industry-leading platforms to meet lotteries' evolving needs into the future."

An e-commerce expert in subscription and marketplace-driven businesses, Lynch has a proven ability to create customer-focused products that drive incremental revenue and grow customer lifetime value. He held leadership positions as Head of Direct-to-Consumer for e-commerce start-up Firework, Senior VP of Digital Shopping Experience at grocery retailer Albertson's, President & Chief Operating Officer for Samsung SmartThings and Senior VP of Global E-commerce, Consumer Pricing & Analytics at Symantec, a cybersecurity company.

McHugh added, "Matt has an impressive track record in scaling digital businesses. In addition to his strong product orientation, he has broad business acumen and a reputation for being a strategic, quant-based big thinker. He brings a vision to his work and creates strong organizational cultures. We look forward to the many talents Matt will add to our highly experienced global Digital teams.

In addition to McHugh, Lynch and Beason, the Scientific Games Executive Leadership Team includes John Schulz, President of Americas & Global Instant Products; Michael Conforti, President of International & Strategic Accounts; Jim Schultz, Executive Vice President, Global Legal & Public Policy; Beth Bresnahan, Chief Communications & Brand Officer; Walt Eisele, Chief Technology Officer; Nick Negro, Chief Financial Officer; Stephen Richardson, Chief Administrative & Compliance Officer; Amy Steinman, Chief Human Resources Officer, and Phil Bauer, General Counsel & Corporate Secretary.

Scientific Games is a trusted partner to 150 lotteries in 50 countries around the globe, providing games, technologies, analytics and services that responsibly drive maximum returns to their beneficiary programs. The company currently serves more than 30 iLottery customers worldwide on entertaining game content and industry-leading digital programs, including CRM, loyalty, promotions, second-chance, mobile and web applications.

©2024 Scientific Games, LLC. All Rights Reserved.

About Scientific Games

Scientific Games is a global leader in retail and digital games, technology, analytics and services that drive profits for government-sponsored lottery and sports betting programs. From enterprise gaming platforms to exciting entertainment experiences and trailblazing retail and digital solutions, we elevate play every day. We are industry pioneers in instant games, data analytics, retail solutions and iLottery. Built on a foundation of trusted partnerships since 1973, Scientific Games combines relentless innovation, performance and unwavering security to responsibly propel the industry forward. For more information, visit scientificgames.com.

Media Inquiries:

Media@scientificgames.com