

## Ladbrokes new Chief Marketing Officer

Thursday 8 October, 2015

Ladbrokes has today announced that Kristof Fahy will join the business as Chief Marketing Officer leading all brand and marketing activity across Digital and Retail.

Kristof joins from Telegraph Media Group where he is Chief Marketing Officer responsible for marketing and digital acquisition. Prior to that Kristof spent just over five years at William Hill PLC as Chief Marketing Officer.

Kristof will report into Ladbrokes Chief Executive, Jim Mullen, and sit on the Executive Management team. If the proposed merger with Coral to create Ladbrokes Coral Plc, a leading multi-channel and internationally diversified business, goes ahead, Kristof will become Chief Marketing Officer of the enlarged group and be part of the senior management team.

Commenting on his appointment, Ladbrokes Chief Executive, Jim Mullen said:

"Kristof has exceptional experience in our sector and a track record of delivery in the battle to attract and retain recreational customers.

"When I set out the Ladbrokes organic plan for building long term recreational scale and made the necessary budget commitment to boost our marketing presence, I was always conscious that I would need an experienced and creative marketing professional to lead the programme. In Kristof, I have recruited the right leader who can help us maximise our spend and grow the long term loyal customer base that will build a better Ladbrokes and deliver our long term targets and ambitions.

Kristof Fahy said:

"I am delighted to be joining Ladbrokes at this time. They have laid out an ambitious organic plan with marketing at its heart as well as progressing a transformational deal with Coral. While the challenges in these plans are clear and the market place incredibly competitive, the opportunities are exciting and deliverable and it's a great time to be joining Jim and the Ladbrokes team."

**ends**

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