



## **MATT LYNCH, SCIENTIFIC GAMES PRESIDENT, DIGITAL NAMED TO INTERNATIONAL LIST OF TOP 50 INDUSTRY INFLUENCERS**

**ATLANTA – January 29, 2025** – [Scientific Games](#) President of Digital, Matt Lynch, was named to the Gaming Intelligence 2025 Hot 50, an international list of gaming and lottery executives who have made a difference to their company or the industry during the past year, and those who are in a key position of influence in the coming year. The influencer list was announced during the recent ICE Totally Gaming 2025 event held in Barcelona.

Lynch joined Scientific Games in 2024, bringing more than two decades of experience to his role leading the company’s growing global digital and iLottery business. He is a member of the Scientific Games Executive Leadership Team.

**The Gaming Intelligence 2025 Hot 50 selection panel shared the following statement,** “Matt only joined Scientific Games in October but there is palpable excitement about what he can bring to the lottery sector. He has over 20 years’ experience and an impressive track record of innovating and scaling digital businesses at Amazon, Samsung, Symantec, Albertsons and Firework. This should prove useful as he looks to rapidly expand Scientific Games’ digital business, which includes active iLottery launches around the world. With a focus on technical innovation, he has all the credentials needed to meet the company’s ambitious growth plans and innovation roadmaps to serve lotteries’ evolving needs in 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. Early in his career, Lynch spent eight years at Amazon scaling several product categories into \$1 billion+ businesses, also serving as Chief Operating Officer for online entertainment content.

**Scientific Games CEO Pat McHugh** acknowledged the designation, “On behalf of our global teams, congratulations to Matt on being named to this prestigious list of industry executives. Matt brought a vision to his work at Scientific Games and our digital/iLottery business. He has broad business acumen and is a strategic, quant-based big thinker. We could not agree more that he is positioned to influence what happens next with the global lottery industry’s approach to digital player engagement and online sales of lottery games.”

Scientific Games provides retail and digital games, technology, analytics and services to 150 lotteries in 50 countries around the globe. The company is a digital lottery innovator offering lotteries entertaining game content and industry-leading digital programs, including CRM, loyalty, promotions, second chance, mobile and web applications.

## **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](https://scientificgames.com).

### **Media Inquiries:**

[Media@scientificgames.com](mailto:Media@scientificgames.com)