



## **SCIENTIFIC GAMES' SALES AND BUSINESS INTELLIGENCE EXPERTS RECOGNIZED BY NORTH AMERICAN LOTTERY INDUSTRY WITH 2023 POWERS AWARD**

**ATLANTA – July 19, 2022** – [Scientific Games](#) Vice President of Sales Jeff Shoumaker and Senior Manager of Business Intelligence Jacob Kreider have each received a prestigious Powers Award from the [North American State and Provincial Lotteries Association](#), honoring those in the lottery industry with the highest achievement, drive and integrity. Shoumaker was nominated by the [Texas Lottery](#) and Kreider was nominated by the [Pennsylvania Lottery](#).

Recognizing professionals who have made outstanding contributions to lotteries and the North American lottery industry, Powers Awards are named in honor of the late Edward J. Powers, the 'Father of U.S. Lotteries', and are regarded as one of the highest honors in the industry.

With 26 years of experience working with lotteries at Scientific Games, Shoumaker's achievements span data-driven instant game portfolio management, digital promotions and turnkey winners' events. Across his extensive career, Shoumaker has worked with several of the largest and most successful lotteries in North America. The widely popular *\$5 MILLION VEGAS CHALLENGE* promotion developed with his support is a unique example of his strategic contributions to the Texas Lottery's performance goals and one of the reasons for his Powers Award nomination.

Jacob Kreider leads a team of business intelligence experts focused on serving the Pennsylvania Lottery, ranked among the Top 20 performing lotteries in the world (*La Fleur's 2023 World Almanac, based on total sales per capita*). With nearly a decade of experience, he mines data from Scientific Games' proprietary systems as well as outside sources to provide insights that guide business decisions and planning for the Pennsylvania Lottery. Jacob is a key member of the *GameChoice* product development team, Scientific Games' logic-driven learning software and an industry first for player self-service machines.

"We congratulate Jeff and Jacob on receiving a 2023 Powers Award and thank both the Texas Lottery and Pennsylvania Lottery for recognizing their contributions to the success of their programs from Scientific Games," said John Schulz, President Americas and Global Instant Products for Scientific Games.

"Jeff and Jacob personify our customer-centric philosophy. Jeff's ability to drive game performance, hands-on experience with his customers and innovative thinking truly make him a winner in our industry every day. Jacob is a valued member of our world-leading business intelligence team and a champion of applying insights to drive lottery performance. His contributions in Pennsylvania are instrumental in the Lottery's ongoing success."

As the industry's global leader of instant-win games and analytics, and a pioneer of once-in-a-lifetime experiential winners' events and digital promotions, Scientific Games has produced more than 30 major events for the lottery players. The company's business intelligence and insights have driven industry-leading lottery performance, including 20 of the Top 20 performing lotteries in the world for total sales and 18 of the Top 20 performing lotteries in the world for instant game sales (*La Fleur's 2023 World Almanac, based on per capita sales*).

Scientific Games provides retail and digital games, technology, analytics and services to 130 lotteries in 50 countries around the globe, including nearly every North American lottery.

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### **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).

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