Integrity in sports betting: what’s at stake?

12 October 2017

Lord’s Cricket Ground, St John’s Wood Rd, NW8 8QN London

Media partners:
# Programme

Integrity in sports betting: what’s at stake?
12 October, Lord’s Cricket Ground, London

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<td>10.30 - 11.30</td>
<td>Panel I - From the Parry report to National Platforms, what are the best practice models to tackle match-fixing?</td>
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<td>&gt; Chris Watts, Head of Integrity Assurance, British Horseracing Authority [BHA]</td>
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<td>11.30 - 12.15</td>
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<td>12.15 – 13.30</td>
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13.30 - 13.45  |  **Keynote speaker**  
> Gerry Sutcliffe, former UK Minister for Sport

13.45 - 14.30  |  **Panel III - Executive panel: what’s the value of integrity to sports betting companies?**  
> Henrik Tjärnström, CEO, Kindred Group plc  
> Andreas Krannich, Managing Director, Integrity services, Sportradar  
> Matthew Gerard, Online Director of Risk, Payments and Fraud, William Hill  
> Anthony Werkman, Director of Marketing & Operations, Betway  
> Ross MacEacharn, CEO, Perform Content, Perform Group  
Moderator: Morten Larsen, Chief Analyst, Oxford Research

14.30 - 15.30  |  **Panel IV - What are the future challenges facing sports betting integrity?**  
> George Paterson, Policy Officer, Sport Unit, European Commission  
> Phill Brear, Gambling Commissioner/Head of Gambling Regulation, Government of Gibraltar  
> Henk Kesler, Vice-Chairman, The Netherlands Gaming Authority  
> Russell Wallace, Integrity & Retail AML Manager, Paddy Power Betfair  
> David Naylor, Partner, Wiggin LLP  
Moderator: Morten Larsen, Chief Analyst, Oxford Research

15.30 - 17.00  |  **Networking reception**
Keynote Speakers

**Damian Collins**
Chair of the Digital, Culture, Media and Sport Select Committee

Damian Collins has served as the Conservative MP for Folkestone and Hythe since 2010. In October 2016 he was elected by the House of Commons as Chairman of the Digital, Culture, Media and Sport Select Committee, having previously served as a member of the Committee. In this role he led the Committee’s inquiries into doping in sport, fake news, football governance, homophobia in sport and the impact of Brexit on the creative industries and tourism.

Mr. Collins is also the Chairman of the Conservative Arts and Creative Industries Network.

During the Coalition government he served as Parliamentary Private Secretary (PPS) to the then Foreign Secretary, Philip Hammond. From 2012 to 2014 he was PPS to the then Secretary of State for Northern Ireland, Theresa Villiers. Mr. Collins’ career before politics was in the advertising and communications industries, mostly at the M&C Saatchi advertising agency. He has written for The Times, The Daily Telegraph and Newsweek, and his first book, ‘Charmed Life: The Phenomenal World of Philip Sassoon’, was published by HarperCollins in 2016.

**Gerry Sutcliffe**
Former UK Minister for sport

Gerard Sutcliffe is a British Labour Party politician and former Member of Parliament for Bradford South from 1994 to 2015.

He held several ministerial posts in the Blair and Brown Labour Governments. From 2003 to 2006 he was Parliamentary Under Secretary of State at the Department of Trade and Industry, with responsibility for employment and for consumer and competition policy. In 2006 he was appointed as Minister for Prisons and the Probation Service. As part of the reorganisation of the Home Office he became Parliamentary Under Secretary of State at the newly formed Ministry of Justice in May 2007. Shortly after, in June 2007, he moved to the Department for Culture, Media and Sport.

From 2007 to 2010 he served as Minister for Sport, Gambling and Licensing. During his time in office he commissioned the Parry report (2009). From 2010 to 2015 he served as member of the Department for Digital, Culture, Media and Sport Select Committee.
Gerke Berenschot
Researcher, Transparency International

Gerke Berenschot obtained an international law degree from Maastricht University, writing a prize-winning master thesis on the possible human rights violations of anti-doping measures in sport.

Since 2015 he has worked as an independent researcher focusing solely on corruption in sport. In the same year, he was part of a newly formed group of investigatory commission members falling under the guidance of the independent Dutch Institute for Sports Adjudication. In October 2015 this group received the first joint-training from Interpol and the IOC ‘to develop internal investigation skills concerning competition manipulation allegations’.

He has been invited to give evidence to the Dutch Parliament at public hearings on the risks of match fixing, doping, and corruption in sport in 2012, 2016 and 2017. For the last six years he has been a board member of Transparency International The Netherlands (TI-NL) with a special focus on corruption in sport.

Brendon Batson OBE
Executive Chairman, Professional Players Federation (PPF)

Brendon Batson started his football career with Arsenal FC (1969-1974) before moving to Cambridge United (1974-1978) and then West Bromwich Albion FC, where he became one of the legends of the club.

Unfortunately, in 1984 a knee injury forced him into early retirement. Following his retirement, he joined the Professional Footballers’ Association (PFA) and progressed to become Deputy CEO, a role he held until 2002. He has also held several other positions within the PFA, including the Chairman of PFA Financial Management Ltd and Director of PFA Enterprises. He remains a trustee.

Currently, Batson is Chairman of the Professional Players Federation (PPF), a membership organisation of professional player unions across all sports, an Executive Board Member of EU Athletes and member of the board of the S+RA. Mr. Batson was awarded both the OBE and MBE in the Queen’s Birthday Honours for his services to Football.

He has also formed his own consultancy working on equality, coaching and financial support, and covered roles as Board Member and Chairman respectively with SGSA and Sporting Equals.

Khalid Ali
Secretary General
ESSA - Sports Betting Integrity

Khalid Ali is the Secretary General of ESSA. He is responsible for the administration and day to day running of the association. As well as providing strategic counsel to his members, he is also their chief spokesperson. Since he joined in 2008, Khalid has helped grow the association and has been involved in a number of high level policy forums such as the Council of Europe’s Convention on Match-Fixing and the European Commission’s Expert group on good governance.

Speakers
Phill Brear
Gambling Commissioner/Head of Gambling Regulation, Government of Gibraltar

Phill Brear was appointed as Head of Gambling Regulation for Gibraltar in October 2007 following two years as Director of Operations with the British Gambling Commission. In July 2011 he was appointed as Gibraltar Gambling Commissioner.

Mr. Brear has managed a series of changes to Gibraltar’s regulatory regime, working closely with operators and their representatives on a wide range of operational and organisational changes whilst the gambling industry has continued to develop against an ever changing international background.

Before gambling regulation, Mr. Brear had a 30 year police career, concluding as Deputy Chief Constable in West Yorkshire. He holds a First Class Management degree from Manchester University, a Diploma in Criminology from Cambridge University and the Queen’s Police Medal for distinguished police service.

Kevin Carpenter
Principal, Captivate Legal & Sports Solutions
Special Counsel - Sports Integrity, Genius Sports

Kevin Carpenter is a lawyer who operates primarily in the sports sector through his own consultancy Captivate Legal & Sports Solutions. He was recently appointed as Special Counsel on Sports Integrity at Genius Sports.

He has advised international federations, national governing bodies, players’ unions, intergovernmental organisations and other public bodies on a variety of sports integrity matters, including FIFA, the Council of Europe and the IOC. He co-authored the United Nations Office on Drugs and Crime’s Resource Guide on Good Practices in the Investigation of Match-Fixing, which is the first and currently only resource of its kind in the world.

Most recently he was appointed as the first Chair of the Disciplinary Panel for a new sports integrity body, the Esport Integrity Coalition (ESIC), and one of only six lawyers globally appointed by the Badminton World Federation (BWF) to participate in their newly established External Judicial Experts Group.

Matthew Gerard
Online Director of Risk, Payments and Fraud, William Hill

Matthew Gerard is Director of Payments, Risk and Regulatory Affairs at William Hill Online.

Prior to joining William Hill, Mr. Gerard spent ten years in investment banking at Investec and Credit Suisse, specialising in global gambling sector research and M&A. He has consistently been ranked as a top three research analyst in the gambling sector and has advised various management teams on equity fundraisings and strategy.

At William Hill, Mr. Gerard has responsibility for 900 employees across six countries running payments, risk, fraud, customer services and regulatory affairs operations. He manages internal teams operating over 700 automated rules to identify suspicious account activity and works closely with multiple licensing authorities on issues including anti-money laundering (AML), fraud and integrity.
**Henk Kesler**  
**Vice-Chairman, The Netherlands Gaming Authority**

Henk Kesler started his career as a lawyer in 1973 and was partner with the law firm JPR lawyers until 2000. He then joined the KVNB (Royal Netherlands Football Association) as CEO and chairman of the professional section. He previously served on the board of FC Twente Enschede from 1984-1994 covering a number of roles. He also served as board member of Euro 2000 (hosted in Belgium/Netherlands), and as a member of several UEFA committees – media, pfc and legal. In these roles he contributed to the set up of the women top division in the Netherlands. He was also a member of the EU expert group on Good Governance and Match Fixing (2011-2014).

He currently runs his own company, working as a legal advisor/business consultant and has been a member of the board of the Dutch Gaming Authority since 2012.

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**Andreas Krannich**  
**Managing Director Integrity Services, Sportradar**

Andreas Krannich joined Sportradar’s management in April 2008 and today oversees Sportradar’s Integrity Services. These services include the Fraud Detection System (FDS), used by over 40 sports federations around the world from 13 different sports (including football, rugby union, cricket, ice hockey and eSports). Sportradar's Integrity Services also include Fraud Prevention Services (FPS), a consultancy-based service combining induction and prevention educational workshops, e-learning programs and other effective tools.

Prior to joining Sportradar, Mr. Krannich spent ten years working for the German Football Association (DFB) and the German Football League (DFL) in marketing and media licensing. He was also responsible for sports betting and was entrusted with setting-up and coordinating the integrity programme within German football in the wake of the Hoyzer Scandal of 2005.

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**Morten Larsen**  
**Chief Analyst, Oxford Research Denmark**

Morten Larsen is a chief analyst at Oxford Research Denmark, where he has specialised in manipulation of sports competitions over the past six years.

Mr. Larsen has authored reports for the European Commission, Council of Europe, ESSA and the EU Sports Platform on threats to the integrity of sports, the Convention on Manipulation of Sports and sharing of information. He is also involved in projects on these themes with Sorbonne University and The International Centre for Sport Security (ICSS).
Ross MacEacharn  
**CEO, Perform Content, Perform Group**

Ross MacEacharn has been at Perform since 2008 and now holds the newly created position of CEO, Perform Content. Previous roles at Perform have included Managing Director of Content distribution and Commercial Director of Watch&Bet. Mr. MacEacharn joined with over 15 years experience of senior commercial and business development roles with particular focus and experience in the betting industry. He holds a BA(Hons) in History from Bristol University and a Masters in Business Administration from Cranfield University.

Friedrich Martens  
**Head of the Olympic Movement Unit on the Prevention of the Manipulation of Competitions, IOC**

Friedrich Martens is Head of the ‘Olympic Movement Unit on the Prevention of the Manipulation of Competitions’ (OM Unit on PMC) at the IOC, within the Ethics & Compliance Office. In creating this unit, the IOC aims to promote its initiatives to combat competition manipulation. Mr. Martens previously worked for FIFA's Early Warning System, looking to spot patterns suggesting match-fixing in football, then worked on a sports betting project on the German/Austrian market in the private sector. He was appointed as Head of Integrity Betting Intelligence System at the IOC in 2013.

David Naylor  
**Partner, Wiggin LLP**

David Naylor is a partner and co-head of the law firm Wiggin LLP’s technology group. He specialises in working with technology, media, communications and IP-focused businesses and investors and advises some of the world’s leading companies in these sectors. He has experience serving as outside general counsel to US and European companies on international business expansion and cross-border, multi-jurisdictional transactions and projects. He is the founder of a network for CEOs and company founders, and as an entrepreneur himself co-founded the social FitTech company, Racefully. He is also a fellow of the British American Project and has an MBA from Imperial College, London.
Rick Parry  
Former Head of the Premier League

Rick Parry was the founding Chief Executive of The FA Premier League. Having negotiated its first two TV deals he moved in 1997 to Liverpool FC, the club he had supported since birth. On leaving Liverpool in 2009, Mr. Parry was invited by former UK Sport Minister Gerry Sutcliffe to chair the Sports Betting Integrity Panel. In 2016 he co-authored with David Forrest a report for the American Gaming Association on legalising and regulating sports betting in the USA.

George Paterson  
Policy Officer, Sport Unit, European Commission

George Paterson is a policy officer in the Sport Unit at the European Commission, primarily dealing with integrity issues, including match-fixing and good governance in sport.

He joined the EU institutions in 2000, firstly in Luxembourg with the European Court of Auditors before relocating to Brussels in 2006 where he held posts dealing with the EU Budget and climate change prior to moving to his current post in sport in 2014.

He holds a Masters in Management Science and in European Studies, and has held several short term positions in universities in Germany and the USA as a lecturer of EU studies.

Lorraine Pearman  
Betting Integrity Programme Lead, UK Gambling Commission

Before joining the Gambling Commission, Lorraine Pearman spent much of her career working for the Department for Work and Pensions. In 2011 the opportunity arose to take up a secondment with the UK Gambling Commission to set up the Joint Assessment Unit (JAU). Working closely with the International Olympic Committee and law enforcement’s Operation Podium, the JAU handled all betting integrity reports related to the 2012 London Olympic Games.

Following the success of the JAU, Ms. Pearman took up a permanent post with the Commission, managing the Betting Integrity Programme. The Sports Betting Intelligence Unit is a key part of the programme and at the heart of Britain’s betting integrity national platform. Ms. Pearman is one of the founding members of the Sports Betting Integrity Forum and was a partner on the Council of Europe’s Keep Crime out of Sport Project.
Jean-François Reymond  
Secretary General, EU Athletes

General Secretary of EU Athletes since June 2012, Mr. Reymond started his career with the French basketball player union (SNB) in 2009 and became director in 2013. In this position, he was responsible for organising team visits, the legal services for the Union members and also negotiating the collective bargaining agreement.

He started working with EU Athletes in 2010 as Deputy General Secretary, where he developed the role of player unions in Europe as part of an EU funded project. In 2012 he took a leading role in a two year project «PROtect Integrity», aimed at educating athletes on the risks of match fixing, co-financed by private betting operators and the EU Commission.

In 2015, he successfully launched a new funding application « 2016 PROtect Integrity » as part of the ERASMUS+ funding. On top of EU financed projects, he represents EU Athletes during the various expert groups of the EU Commission.

His experience in the sports unions movement dates to the end of his professional playing career, when he designed and implemented the SNB study on “dual career of basketball players in France”. He is also the vice president of the World Player Association that regroups players Unions around the world.

A Professional basketball player for more than 12 seasons, he graduated in Sports Law at the University Paris 1 Panthéon-Sorbonne in 2008 and sports management at the University of Lyon 1 in 2005.

Henrik Tjärnström  
CEO at Kindred Group plc

Henrik Tjärnström joined the Kindred Group (then Unibet Group) in 2003, and has served as Chief Executive Officer since 2010.

Mr. Tjärnström holds a MSc in Industrial Engineering and Management from the Institute of Technology, Linköping University, Sweden.

Before joining Kindred Group, he was employed as Senior Financial Manager at Skanska Infrastructure Development AB, from 2001 to 2008.

Frans van Steenis  
Supervisory Board member, FIFPro

Frans van Steenis served for 20 years in the airline and tourism industry, finally as CEO at TUI International. He then joined the international consultancy practice of Deloitte as partner, until he was invited by the Dutch Ministry of Economic Affairs to lead the restructuring of the 21 Dutch Chambers of Commerce.

Subsequently the Dutch National State-Lottery asked him to lead restructuring of the National lottery, preparing it privatization. He worked on this project from 2011-17, realising the integration of the National Lotto & Sportsbetting organization and preparing the company for the opening of the online Dutch market. He handed over the project in February 2017 to focus on his 5 supervisory board positions in the Maritime business, Education, Healthcare and Sports.

As a supervisory board member of FIFPro, he is also in charge of the restructuring of FIFPro holding.
Anthony Werkman
Director of Marketing & Operations, Betway

Anthony Werkman was appointed Marketing and Operations Director of Betway in 2015. In this role, he is responsible for setting marketing strategies and day-to-day operational management.

Furthermore, Mr. Werkman is the corporate spokesperson for Betway and is responsible for representing Betway to a number of stakeholders including regulators, journalist and Governments.

Anthony Werkman has gained vast operating and marketing experience through a number of successful positions he held in the past, including General Manager of a Data Analytics team and Director of a Digital Marketing Agency.

Russell Wallace
Integrity & Retail AML Manager, Paddy Power Betfair

Russell Wallace is Integrity and Retail AML Manager at Paddy Power Betfair (PPB) and has over a decade of experience dealing with sports betting integrity threats.

He is responsible for a team whose remit includes monitoring and investigating any unusual or suspicious betting patterns on PPB’s sports betting products and proactively assisting sports governing bodies, betting regulators and law enforcement agencies in carrying out betting integrity related investigations. Mr. Wallace is also responsible for a team countering financial crime threats in Paddy Power’s retail betting estate.

In addition he is PPB’s representative on the Sports Betting Integrity Forum which is a crucial part of the UK’s national integrity platform. He also manages Paddy Power Betfair’s integrity relationships with Sports Governing Bodies throughout the world.

Prior to joining Betfair, Mr. Wallace gained a degree in Economics and has worked in several previous roles within the gambling industry.

Chris Watts
Head of Integrity Assurance, British Horseracing Authority (BHA)

Chris Watts joined the British Horseracing Authority (BHA) as the Head of Integrity Assurance in July 2017. He is responsible for providing strategic leadership on integrity based-functions, ensuring oversight of investigative and licensing processes, and greater accountability for performance.

Mr. Watts joined the BHA from the England and Wales Cricket Board (ECB) where he was the Anti-Corruption Manager. He established the Anti-Corruption Unit in 2011, to address serious corruption issues in cricket. His appointment at the ECB followed a three-year attachment to Her Majesty’s Inspectorate of Constabulary as a major crime expert.

Prior to this Mr. Watts enjoyed a thirty-year career with the Metropolitan Police Service, achieving the position of Detective Superintendent – Homicide & Serious Crime.

He is a member of the Sports Betting Group and is also the current joint Chair of the Sports Betting Integrity Forum.
Our members
CONTACT INFORMATION

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