

Catena Media prepares for further strategic growth in the US by recruiting Michael Daly as new General Manager of iGaming in the US

Catena Media is pleased to announce that Michael Daly has been appointed new General Manager of iGaming in the US. Michael will take position in April and joins Catena Media directly from the position of Executive Vice President for North America at GAN, a developer and supplier of gaming software and content.

Recruiting talent is a key driver for success in the affiliate marketing industry, and since long a part of Catena Media's strategy for growth. Michael Daly has 15 years of experience holding senior and executive positions in the gaming sector, most recently as EVP of GAN where he built their US marketing and operations teams and with his team grew GAN's customer base fivefold in two years.

Michael, prior to GAN, held the CEO position at Automated Cash Systems, providing innovative financial solutions for casinos, and established the online gaming divisions at both SHFL entertainment and Bally Technologies (both of which were acquired by Scientific Games). In addition to the online experience, Michael has been in roles including Business Development, Field Operations, Product and Project Management. Before his tenure in gaming he served as an Officer with the United States Navy.

"To join a market leading lead generation company like Catena Media is really a great opportunity. I hope to contribute with my vast experience from gaming and iGaming, and to play a key role for Catena Media's further growth in the US. I look forward to having the possibility of furthering our lead in the US market," says Michael Daly.

Michael will join Catena Media April 24, 2018