

## IAG Awards - Rising Star Nomination

Tuesday 15 August, 2023

- **Daniel Milrad**
- **Sales Director - Asia**
- **Aristocrat Gaming**

We are thrilled to nominate Daniel Milrad (Sales Director – Asia) for the Rising Star award. Daniel has consistently demonstrated outstanding leadership and potential throughout his global career, with a track record of accomplishments and his commitment to delivering innovative solutions driving growth. Daniel's gaming experience encompasses the operator and the supplier side.

Here is an overview of Daniel's career milestone from his time in Asia:

### **Sands China:**

In 2013, Daniel relocated to Asia to undertake the role of Project Manager for Sands China. In this position, he specialised in pre-opening projects with a particular emphasis on VIP gaming experiences and integrated resort operations. He was based in Macau.

Key accomplishments at Sands China, include:

- Promotion to Senior Manager, due to leadership skills and mentoring abilities
- Identifying transformative technological trends  
Driving growth and innovation for the Table Games department
- Leading projects that played a critical role in creating a more efficient and customer-focused gaming experience, by:
  - Introducing cutting-edge system infrastructures
  - Fostering sustainable workflows
  - Driving improvements in internal processes and functions

### **Aristocrat Gaming:**

In 2019, Daniel transitioned to the supplier-side as Key Account Manager at Aristocrat, demonstrating his adaptability and versatility. Daniel has excelled in building and nurturing partnerships with executive leaders from partner organisations. He has successfully navigated Go-To-Market strategies.

In 2023, Daniel was promoted to Sales Director – Asia and he now resides in Singapore.

In this elevated role, Daniel oversees the entire Asia region and focuses on:

- Ensuring transformative outcomes for Aristocrat's Asian customers
- Enhancing performance through strategic optimisation, comprehensive analysis, and impactful partnership strategies.
- Guiding his team through the challenges and opportunities that lie ahead in the ever-evolving Asia market.

Daniel's contribution to the gaming and integrated resort industry in Asia make him a solid candidate for the Rising Star Award. The experience he has gained from working for an operator and a supplier give him a deep understanding of both groups, their pain points and what success looks like to their businesses. We believe he has a bright future in Asia's gaming industry.

Please feel free to contact us if you have any questions about Daniel.