



Aristocrat strengthens Australian team with appointment of Craig Blesson

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Aristocrat Technologies Australia today announced the appointment of Craig Blesson to the position of Marketing Manager - Australia and New Zealand.

Craig joins Aristocrat with more than 15 years of experience in both senior sales and marketing roles at Asia Pacific Breweries and most recently British American Tobacco.

Reporting to the Marketing Director, Craig's focus is a commitment to brand strategy development, marketing communications and effective go-to-market strategies.

"The Aristocrat ANZ business is at an exciting stage and I am delighted to be on board. This is a dynamic industry and consequently it's crucial that we keep pace via customer engagement, innovative product development and effective marketing support," he said.

"I'm looking forward to giving the sales team the support required to deploy our key products portfolio, such as the VIRIDIAN WS™ (widescreen), across all key markets."

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