



Aristocrat appoints new Head of Product & Marketing for Europe

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Aristocrat Technologies Europe has appointed Bas Visser to the post of Head of Product & Marketing with immediate effect. Reporting to William Wilsnagh, Managing Director – Europe & Africa, Bas will oversee all aspects of Aristocrat’s product development and marketing strategy, based at the company’s European headquarters in west London.

A Bachelor of Business Administration specialising in the marketing field, 42-year-old Bas spent over 15 years with Holland Casino, culminating in the role of Nationwide Product Manager – Slots from 2007 to 2009. A Dutch national, he is fluent in English and German in addition to his mother tongue.

William Wilsnagh commented: “Bas brings with him a wealth of operating experience and player insight that I’m sure will prove invaluable in the way we develop and position our future product mix. The timing of his arrival is ideal, coinciding with a new wave of game options, themes and the technologically advanced VIRIDIAN WS™ generation of products, currently being rolled out across Europe. Bas will be working closely with our European customers to help improve feedback into our global design and development function, resulting in a more player-driven technological focus.”

Image caption: Bas Visser – new Head of Product & Marketing at Aristocrat Europe

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